January 8-9, 1973

EMS-494

PROCEEDINGS

Thirteenth Annual OHIO ROADSIDE MARKETING CONFERENCE

Department of Agricultural Economics & Rural Sociology
Cooperative Extension Service
The Ohio State University

PROCEEDINGS: THIRTEENTH ANNUAL OHIO ROADSIDE MARKETING CONFERENCE

The Ohio State University
Fawcett Center for Tomorrow
January 8-9, 1973

Edited by

M. E. Cravens
and
Susan K. Sullivan

Conference Sponsors:

The Department of Agricultural Economics
and Rural Sociology
The Ohio Cooperative Extension Service

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FOREWORD

The 13th Annual Ohio Roadside Marketing Conference was a joint effort by many people. The Proceedings summarize the remarks by those on the program, including the question and answer sessions and the banquet "idea" session. There is no way to record the results of the many "visiting' sessions that occur among market operators during the Conference.

Although the Conference has no formal organizational structure, several people who provided major help in planning the program are: Myron and Lois Baker, Bill Brooks, Bob and Jane Eyssen, Butch Ferree, Dave Lynd, Paul Molyet, Bill McNutt, Dave and Judy Miller, Bill and Gunver Penton, Bob and Loretta Romp, Leslie and Virginia Rothman, Milton and Ruth Renick, Lois Simonds, Charles and Rosalyn Tuller, Vern Vandemark, Ed Watkins, Homer Weikel, Jerry and Bonnie Witten. Of course, I talked with many others including operators and exhibitors in an attempt to get ideas and suggestions. Also, special acknowledgment is made to Mrs. Susan Sullivan, my secretary, who assisted me with the Conference and these Proceedings.

Just as a market will grow and succeed if it gives customers what they want, this Conference will grow if it gives you the type of information you are looking for. I hope each of you will feel free to write, call or come to suggest what we can do that is of use to you.

For information concerning the Conference or the Proceedings, write:

M. E. Cravens, Professor
The Ohio State University
2120 Fyffe Road
Columbus, Ohio 43210

Proceedings from the 1973 Conference are $3.00; past Conferences (available from 1967 to present) are $2.00. A copy of the Proceedings for the current year is free to those registered at the Conference.

The 14th Annual Ohio Roadside Marketing Conference will be held on January 7 and 8, 1974, at the Fawcett Center for Tomorrow on the campus of The Ohio State University, Columbus, Ohio.

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OPENING REMARKS

C. J. Cunningham, Morning Chairman
County Extension Agent, Agriculture
Washington County

One of the first things that I would like to do is ask everyone who is here for the first time to stand and be recognized. We are really happy to have you people here this morning. That looked like more than 50% of the audience. I have heard that at meetings like this some folks get tired of coming because they see the same faces year after year. Certainly, this year's program is one which has brought out a lot of new faces and is one that appears to be practical and exciting.

To welcome you to this Thirteenth Annual Ohio Roadside Marketing Conference, I would like to introduce Dr. Kenneth Reisch. Ken is a relatively new Associate Dean of the College of Agriculture and Home Economics. He graduated from Ohio State University in 1952 with a Bachelor of Science in landscaping design. He continued his education at Ohio State, getting his Masters in ornamental horticulture in 1953, and his Ph.D. in ornamental horticulture in 1956.

It is with a great deal of pleasure that I present the Associate Dean of The Ohio State University College of Agriculture, Dr. Kenneth Reisch.

WELCOME

Kenneth W. Reisch
Associate Dean, College of Agriculture & Home Economics
The Ohio State University

It is a distinct pleasure to have the privilege of welcoming you to the Thirteenth Annual Ohio Roadside Marketing Conference in our beautiful Fawcett Center for Tomorrow. I am told this is the oldest, largest, and, of course, the best conference of this type. I congratulate you on your interest and success, and take pride in being associated with our staff who planned this conference.

If you are from out of state, welcome to the Buckeye State. If you'll pardon the pun--a Buckeye is a hairless nut with little or no economic value. (Too many of us are rapidly becoming natives.) Ohio is a state which is unique in its balance between agriculture and non-agricultural industry, and people like you play a very important role in the trade that occurs in our state.

Welcome also to our capital city, Columbus. And, most important, welcome to The Ohio State University. (I hope you'll pardon a commercial.) We have here a "city" of approximately 45,000 students plus many faculty and supporting staff. Our programs are administered through 16 separate colleges--one of which is the College of Agriculture and Home Economics that, along with the Ohio Cooperative Extension Service and the Ohio Agricultural Research and Development Center, serves many of the needs of Ohio's 11 million citizens and 1,000 communities. The efforts and results, of course, extend far beyond the borders of Ohio and our country, but our primary role is here.

Our College consists of two schools and ten departments, each of which is staffed by outstanding and dedicated people. The undergraduate enrollment in Agriculture reached an all-time high of 2,752 in the Fall of 1972. (This is second only to Iowa State.) Home Economics enrollment is up to 1,145. We have over 500 graduate students, which gives us a total of over 4,000 students. While most colleges declined in enrollment, ours increased 15 percent over 1971.

To many on the outside, Ohio State seems to be a huge, impersonal city with little or no concern for the individual. This is far from reality and is especially a misconception of our College. Here, individual attention is emphasized, academic assistance and honors programs are in operation, and the counseling system of a one-to-one relationship between professor and student is outstanding. And, we continue to strive to live up to the title of "the friendliest college on campus." Thus, we have combined the personal attention a student would get on a small campus along with the educational opportunities which only a large university can offer. Plus, we have the excitement of being associated with the finest in the arts, athletics and entertainment in general.

In addition to our educational programs here, we have just opened a new Agricultural Technical Institute on the OARDC campus in Wooster. This two-year institute had an initial enrollment of 200 last Fall, with 40 more students this Winter, and at least 200 more expected for next Fall. At present, instruction in ten technologies is offered and additional programs are planned.

We are excited about our programs because we are training students for the real world. This could be why we are gaining more and more majors from transfers within the University. Our job placement record is good, the success of graduates is evident, and our faculty maintain close contact with many agricultural enterprises. That's what it's all about--providing programs and courses to prepare graduates for taking their place in the mainstream of society in the future which, by the way, is here today.

Just one example of increased emphasis on practical aspects of education is found in the new interest in internship or work-study programs. Some departments have these in effect and others are seriously considering their implementation. In essence, they involve placing students with commercial firms or public agencies for periods of supervised work experience. The owner or supervisor agrees to hire and give special attention to the individual. With close supervision from our faculty, a unique and valuable experience occurs. Some examples of current programs are as follows: park management majors serve internships with state agencies, home economics students in textiles and clothing spend fall quarter in department stores in New York City and one of our faculty visits and observes this program, Landmark is planning a program in the fertilizer and feed areas, and the Ohio Nurserymen's Association has agreed to cooperate on a professional experience program for students in landscape horticulture.

We ask you to consider this as a possibility in your business. In your operatior you have a unique opportunity to contact people from all walks of life, rural and urban, and I'm certain there is a need for students trained in agriculture with an emphasis on marketing in your industry. In many respects, you are representing agriculture to many non-agricultural customers and have a responsibility to present a knowledgeable and confident impression. I guess that's one reason you are here--to learn.

I'd like to take just a minute more to discuss something related to my field of expertise--landscape horticulture. I have dealt intimately with garden centers which are probably represented in this group. One of the leaders in this industry indicated that there are too few horticultural students preparing for and planning to enter the retail marketing field.

Many of you can play a key role in interesting young people in a career in the area of marketing. Through our several departments, and especially Agricultural Economics and Rural Sociology, excellent marketing programs with "real world" content can be developed.

Now, for your patience in listening to my commercial, I'd like to give you one bit of educational information. Dr. Gene Cravens indicated in an article on Roadside Marketing last October that only 13% of roadside markets sold flowers and plants.

These, of course, are agricultural products and could expand your inventory considerably (food for the soul). Bedding plants and flowers are probably quite common in most of your operations, but I would guess that woody landscape plants are not as familiar. I notice that these are not included on your program, so I brought a container-grown plant along to show you.

Ohio ranks fourth in the nation in the production of nursery stock and easily handled container plants are increasing in volume each year. Plants such as these (grown in containers) are easily maintained and stored; readily transplanted; and, most important, are presented in an attractive, clean, marketable container which will create effective displays. We are proud of our nursery industry, as we are proud of Ohio's total agricultural enterprise. These types of products can be of value in your business, especially if you are located near suburban or rural areas with expanding population.

I hope that during the past few minutes I have been able to convey to you something of the scope and vitality of our educational programs. We are proud of our faculty, students and alumni, and of our Research and Extension programs. We are excited and optimistic about the future. We are pleased to share our ideas, as well as our facilities, with you. We invite you to visit some of our buildings while you are here.

If there is anything we can do for you while you are here, or at any time in the future, please do not hesitate to call on us. I extend to you my most sincere wishes for a successful Conference and a most enjoyable visit on the campus of The Ohio State University.

Thank you.

C. J. CUNNINGHAM: Thank you, Dean Reisch. The first person on our symposium this morning is Mrs. Jean Hileman from Apollo, Pennsylvania. I had the pleasure of meeting her a little earlier this morning as we made preparations for the program. She said that she and her husband operate a seasonal roadside market, that they produce most of the produce that they sell through the market, with the purchase of a few jams, jellies, pickles and items of this sort. She has pictures to show of her market and I am sure she also has some exciting ideas in roadside marketing. At this time, I would like to present Mrs. Jean Hileman.

SYMPOSIUM:

NEW PRODUCTS, NEW IDEAS IN ROADSIDE MARKETING

"How We Keep Our Market Attractive to Customers"
A Slide Presentation

Jean Hileman
Kistaco Farms
Apollo, Pennsylvania

Greetings from Pennsylvania! When I was getting my talk ready, I asked my husband if he would please read over it and he said, "Well, the only comment I have to make is that you had better tell them you are Pennsylvania Dutch before you start." And so, I decided I would tell you a Pennsylvania Dutch story, too. You know, when Pennsylvania Dutch people get out, sometimes they seem strange and funny, the way they say things. Well, this couple was on their first airplane ride. They were so confused about everything going through the ticket booth that they got separated from one another and the lady had taken a seat at the back of the plane and he was up front. After they were airborne, and she was able to get up and walk around, she thought she'd see if she could find him. She came up the aisle, thought she saw him, and she tapped this man on the shoulder. As he turned around and she saw it wasn't her husband she said, "Oh, pardon me, sir. Your head from behind looked like my husband's behind."

Now, if we could have the lights, please, we could start showing the pictures. What have we done to keep our market attractive to customers? Well, 30 years ago our so-called "market" left much to be desired. In the early 1950's our cow died. My husband said that was the best thing that ever happened to that farm because this allowed us to finish insulating the barn and making this addition to the front end. We had thought that this addition would be where we would sell from for our roadside market, but it didn't work out, so we sold right out of the grading room. It was cold in there and the customers were assured of a very good product--they really enjoyed going into this place. A little bit later, we started using this room for a grading room also, and it really got to be a confusing place. We started moving bin boxes with the fork lift, as you see here, and all of a sudden the customers were in our way and we were in the customer's way.

In 1968, after my children were old enough that I could be involved in sales at the farm, we realized that something had to be done. Here we were with a truck with 100,000 miles on it, and at one time we had delivered products to about 250 stores. Well, all of you know what has happened to the little local grocery store; they are going out of business or they are joining a chain. We were faced with the question--should we buy another truck and go further away from home to sell our products, or should we build a roadside market? This was a big decision. We

looked at the facts and figures and discovered we were taking in about $10,000 gross a year at our retail markets with no advertising--no sign at the barn to tell anyone that we sold anything there--so we decided we should go with the roadside market. I sat at the big picture window at the house, looked across the road, and dreamed of a market there. And then we stopped to think--should it be there, across the road? We were a half mile from the main road, but at the time we didn't own the farm at the end of the road and it didn't look like we were going to be able to buy it soon. We started to build across from our house but, as we had about a third of the market completed, we were offered the farm at the main road and we purchased it; but it was too late to move the market. Sometimes I am convinced that it is better that we stayed where we were and built at the farm, but there are other times when I think it would be better at the main road. We had thought of the idea of putting up a small market at the end of the road, and during peak seasons selling some of our products there, perhaps later on with our children.

Advertising is what we have to do to get our customers. And how do we advertise? Well, this large road sign is on the main road a half mile from the farm. Bill and I built this sign from leftover steel siding; the letters are cut out and painted. It has been up since 1969. Underneath this sign you can see the small holes where the products go. It shows the products for sale--tomatoes, corn, vegetables, potatoes, apples--whatever we have to sell, and we change these. We don't use any adjectives on our sign, because we have a short distance for seeing and we want them to be able to see the products we have for sale.

We did have a lot of fun building this sign. We made one mistake, however, as we put a big arrow above the apple that's pictured on it. We had them laying side by side and they were identical, so when we put them back to back, one sign pointed north and one sign pointed south! We had to do something about that, so we put the arrow underneath.

Another way of advertising is Welcome Wagon, which we tried for a short time. I am not sure it is worth the expense that it cost, but it is one thing that we did try. Still another type of advertising is display advertising. We have, for the past few years, displayed advertising with this particular spotlight page. We have a small ad each week on Saturday and every so often they spotlight us in our newspaper. This particular one happened to be the last day of National Apple Week this year. Generally, I am lucky enough to get on the first day of National Apple Week, but this year I goofed and didn't get on until later. But, they have been really good about putting us on the spotlight when we needed it, and it has been a tremendous help to us. They come out and take pictures and then write a small story. On this particular ad I had a recipe for apple pie and we got a lot of people commenting on this when they came to the market. In our area, the cost of this advertising runs from $10 to $15 a week, which isn't bad for the coverage we get. I have with me a scrapbook in which I have collected all of these pictures and item that we have had over the years, so if any of you are interested in looking into that further, you may do so.

Now, as we drive back the road we see to the right the farm house that my parents have lived in for the past fifty years, come February, and this is across the road from the market. I do apologize that these pictures were taken in the

winter; it looks much better in the summer. But, I didn't get time to take them until fall and things were frozen. This sign,"Kistaco," has been there since 1950 when Bill and my father went into partnership. Kistaco stands for our township and our county. When they did go into partnership, they decided rather than put "Yoger and Hileman" on the side of the truck and on the signs, it would look better if they had some short name; so that is why Kistaco has been used.

Now, as we look at the market here, I might mention one thing that we won't come across again and that is the size of the market. Perhaps we did make it bigger than we needed; we are not utilizing all the space but we have a lot of storage space which, if you are in the market for building a market, is one thing to consider. We have the entire attic floored so that we can put cider jugs, bags, boxes and all kind of things up there until they are needed. There is also a back room which, in the winter time, we pull the Caterpillar into, but in the summer time we use it for storage. Then we have a workroom in the market, also.

During National Apple Week we had a local bank ask if we would display apples in the bank along with signs telling where they had come from and that it was National Apple Week. We had done this for quite a few years; they generally bought two bushels of apples and we gave them two bushels.

The first graders in our school district have come to tour the farm for each of the last four or five years during Dental Health Week. Last year we put a couple bushels of apples in our dentist's office for the week publicizing National Dental Health Week (with some apples that they would be able to have their patients take home and eat). We have given apples to organizations for table favors for banquets as another way to promote interest in our product. We have gotten a good response from these types of advertising.

We are an approved member of the Pennsylvania Certified Farm Market Association, which means we are bonafide producers of quality products as set up by the Pennsylvania Retail Farm Market Association under the Department of Agriculture. This is a means to separate true farmers from the marketers that buy on the produce yards. We get news releases to the press and a newsletter containing merchandising ideas and other helpful information from our association. In the future they hope to be able to buy bags and boxes at quantity discounts through the association.

Probably the cheapest method of advertising (I am sure it is the cheapest, the most valuable, and the most important) is "word of mouth" advertising. We must have satisfied customers to get repeat sales, because we have no transient trade. To accomplish this we have the farm all around us to give us country atmosphere. We try to keep the place neat and clean, inside and outside. We always sell top quality, unless it is marked "utility" or "unclassified." We always give good measure. In the summertime when we have fresh produce which we pick (we have fresh produce daily), we sell yesterday's at a discount today and tomorrow it goes in the garbage. We try to be friendly to the customer because he is a valuable friend. We offer suggestions on the use of the product and sometimes we even give recipes. We run our market in a business-like way. We give each

customer a cash register receipt; this helps to remind them where they have purchased their product and it helps us to keep records. We have eight categories on the cash register and each item is recorded in a separate category as this is a big help in bookkeeping at the end of the year. We offer different size containers. We have gone into using bags for apples during the rush season and we have 3-quart, 4-quart, pecks, half-bushel and bushel sizes. We offer different size containers for potatoes (5 lb., 10 lb., and 50 lb. bags) and we have unclassified and B-size potatoes. We have our apple variety clearly market with stickers.

This is our cider press. I failed to mention it when we were looking at the slide of the inside of the market, but we will see it again. We have it finished in cherry paneling, and have different sized display racks. We make our own cider; we made about 2,200 gallons during Halloween week. It is a small press for doing that type of work, but we have done it. We are still pressing about 300 gallons a week and we sell our cider at the market out of a household refrigerator. We put no preservative in it and try to mix the varieties so that we do have a good crop of it--people have come for miles for it. By the way, we have only one refrigerator in the market because the entire barn is refrigerated. The market is air-conditioned in the summer and, besides the comfort, this sure is a big help in controlling fruit flies.

Another new thing that we have added this summer is the corner cupboard. There we have jellies, jams, pickles, etc., from the M. Polaner Company of New Jersey, and I am sure you are going to hear more about this from Hank Milstein, who is exhibiting with M. Polaner & Son here at the Conference. The cupboard has been a really good addition to the market.

Conversation pieces have also helped the market and this pine cone wreath that I made four years ago has been a great one--its size alone is enough to start a conversation. Also, right above the 50¢ sign underneath the apple you see a small wine press that a neighbor gave me. It originally came from Germany and the instructions are written in German. This old-time cider press is another thing that brings back memories for a lot of people while others say, "What is it?" Another thing that may bring back memories is this old cradle which we got out of the barn at the farm we bought.

There are a few gimmicks that we tried that I haven't mentioned. We used the "taste this apple and see if you like it" approach. We have tried 50¢ off on a bushel of apples and this has gotten a big response, especially during the slow times of February and March. You can turn your sales into something great if customers think they can save something. Also, free items--pumpkin with a bushel of apples (not this year though); free samples of cider (by the glass); and melon balls. If you get them to taste something, often times they will buy it. One year we tried throwing apples off a truck during a Halloween parade and people came back to the market to ask for that particular kind of apple.

Our store customer numbers began to shrink during the last five years, so in the summer of 1971 we started a new venture. Three nights a week we traveled.

45 miles to a farmers market at Heidelburg, Pennsylvania. We get a good price for our market products there, and about 30 farmers pull into this market and sell from the truck. Of course, that is a heavily populated area because it is close to the Pittsburgh Airport. This keeps us hopping. Then, as if that wasn't enough to do, we also started going to a farmers' market Saturday mornings from 5:00 a.m. to 2:00 p.m. So, three nights a week plus Saturday morning really kept me going this summer.

At this market, we didn't have as much to sell as we did at one time. We were down to apples, potatoes, and cider. It is an indoor market where we see the same people coming back week after week (at Heidelburg there are so many people that you hardly ever see the same people for a long time--some only come once a summer). We have this sign, "We Grow the Produce We Sell," for a reason· the fellow with the market beside us doesn't grow anything, he buys everything on the wholesale market. The market has quite a congested parking lot in the morning as it is right behind the Sears store of East Liberty and there are people in the area shopping. That Big Dan truck is what I live in most of the summer--I had to learn to drive the truck (there wasn't going to be anyone to do it if I didn't). We go to this particular market as long as we have apples and potatoes to sell, but we do hope that, in the very near future, we will be able to cut out those long trips and sell everything right at home.

Hours at the farm market are from 10 a.m. to 6 p.m., Monday through Friday. During the summer we are open a little longer in the evening, and on Saturday we are open from 9 a.m. to 5 p.m. We have no Sunday sales; we go to church as a family and relax with our children on Sunday.

I would like to close with this thought--business is a sensitive thing. It goes where it is wanted, it stays where it is cared for, and it grows where it is cultivated. Thank you.

C. J. CUNNINGHAM: Thank you, Mrs. Hileman, for starting this Ohio Roadside Marketing Conference off with such a dynamic and interesting presentation. The next person in our symposium that I would like to present this morning is Ken Taylor from Clyde, Ohio. Ken tells me that he has been in the roadside marketing business for almost 50 years. When I looked at him I could hardly believe that, but he has had a lot of experience in roadside markets. He produces the majority of the fruit that he sells through his year-round roadside market. It is with a great deal of pleasure that I present Ken Taylor from Clyde, Ohio, and Taylors Farm Market.

"Bakery and Other Items that Sell"

G. Kenneth Taylor
Taylor's Farm Market
Clyde, Ohio

Good morning. Do you know how to get on a program like this? You just open your mouth at the right time, and that I did. I got a letter from Gene saying what I could talk about, but I received the program later and he had me down in the bakery department. I am not a baker, I am a fruit grower; so that is mostly what I am going to talk to you about. I had another bad experience this morning; I had notes all over the cuff of my shirt and my wife laid out the wrong shirt! I always carry a paper along, just in case, so I am going to read this to you and if there are any questions later on I'll be glad to answer them for you.

Taylor's Farm Market, Inc., is located one mile east of Clyde, Ohio, on State Route #101. The grading, packing, and storing for wholesale is all done at this location under the name of Starlight Orchards. Our retail market is located one mile southwest of Clyde at the intersection of County Road #197 and Maple Street, three miles from the wholesale operation.

Our present market was built in 1958. We have a large parking area, large sales and fruit packing area and 10,000 bushel cold storage. We had four previous markets in the same area, dating back to 1918 when we had just a stand in the front yard.

The more markets in the area, the more people are attracted. This keeps each market operator on his toes and it behooves him to do a good job of marketing if he wants his share of customers. There are many roadside markets in our area during the summer months and early fall--a few operate the year around.

Within a 10-mile radius of our market there are 75,000 people; in a 20-mile radius there are around 200,000; and in a 50-mile radius there are over a million people. We draw many customers from a 100-mile radius. These people are all potential customers, so it is beneficial for us to have a supply of merchandise for them to buy, or we miss the boat when they arrive.

I think the best drawing card to get people to a market is choice fruits and vegetables (in season) and I emphasize <u>choice</u> fruits and vegetables. We raise our own strawberries, black and red raspberries, sweet and sour cherries, peaches, prunes, plums and apples. Everyone likes strawberries, so when they start coming for strawberries that starts the traffic. Our apple sales continue until the next crop of strawberries starts. In other words, we have apples from the time apples ripen to the next strawberry season, and that keeps the customers coming. We

are located in a good vegetable area and are able to buy fresh vegetables daily for our market, so we do not raise any vegetables ourselves. There are many good vegetable growers in that area, which makes a very nice arrangement for us. We did grow vegetables at one time, but we had to give it up.

We advertise in local surrounding newspapers and spot ratio ads when needed. To keep our customers informed as to what we are doing, we put out three newsletters a year. These letters give our customers such information as time of ripening of our fruit supply, dates of orchard tours, store hours, and other news items.

Now, we get the people coming to our market, so we want to have a specialty item for them to buy (one not found in the local supermarket). Here are a few of the items we handle besides choice fruits and vegetables: homemade apple butter, honey products, maple syrup, jams and jellies, relishes, pickels, unusual candies, tree-ripened citrus in season, Amish meats and cheese. Choice fruit baskets and boxes (fruit boxes with apples and Christmas cheese, etc.) are good items to have around the holiday time to draw people in, but you should try to blend these items into each season of the year. In other words, as each season arrives try to have something to keep the people coming that season.

This past season our peach crop was an entire failure, as most Ohio growers also experienced. With no peaches, we had to find something to draw people to our market for this season of the year. We needed the money, so we decided to get our hands in the dough. We took on Amish baked goods, noodles and bread. We were very careful--bought just a little to start with, mostly bread. Each time we sold out very quickly. We kept increasing our stock until we ordered a panel truck load of six different kinds of bread, dinner rolls, sweet rolls, pecan rolls, cakes and pies. Did they buy it? You better believe they did. It is hard to realize that you could sell so much with so little advertising and so little effort. People just came in and bought and came back for more and more, and that is the way it snowballed. So, we did work up a pretty good business for that time of year and got people to come in. Some people ask what age groups buy these baked goods and why. Well, the older people buy them because they are used to home-baked goods and know how good they are. The young ones try it, like it, and don't have time to bake it so they buy it. It is just that simple.

We added two new items to our market this fall--large carmel apples, cider and donuts. We tried to sell the smaller carmel apples before, but they were never very well accepted, so we tried selling the largest carmel apple in town--a three inch carmel apple. Well, you know that takes a lot of goop, but that is the apple that sold.

As for the donuts, it is hard to believe what a little cider will do for that donut when you go to sell it. They like it and they buy it. We furnished the cider and a local bakery baked the donuts for us. Sometime in the future we may go another way.

As a year-round market operator, I am still looking for the item that will crowd people into our market during January, February and March, weather good or bad. I have seen a lot of changes in roadside marketing over the last 50 years, and I think the best years are ahead of us if we do the job right. My advice to roadside market operators is to keep your market attractive, handle quality products, price for a profit so that you can do a good job and stay in business, and have a friendly atmosphere. Sell yourself and you will sell your product.

I thank you for listening to me and I hope I have been of some help to you.

C. J. CUNNINGHAM: Thanks, Ken, and when I get hungry for homemade bread, I'll pay you a little visit! The next gentleman on our program is Larry Youngs, owner and operator of Larry Youngs Farm Market in northeast Pennsylvania. Larry graduated from Pennsylvania State University in 1966 with a B.S. in horticulture. He spent four years in the military service (U.S. Army) and was discharged in 1970 as a Captain. He has owned and operated his market since January, 1971. Welcome Larry Youngs.

"Our Cider and Grape Juice Business"
A Slide Presentation

Larry A. Youngs
Larry Youngs Farm Market
North East, Pennsylvania

Although I have owned the operation just for the past two years, we have been around a while. Many of you may know my father, Ken Youngs. He previously had the operation. Starting in 1924, he purchased a farm located two miles north-northeast on U.S. #20. He converted an old horse barn into a roadside market to sell the produce from this new farm and one further up on the ridge. In 1928, in another building on this new farm, they put in an old, screw-type, 36-inch rack press and started a cider and grape juice pressing operation. They did both work for themselves and custom work. Since then, in the past 48 years, our market has handled everything from gasoline to hot meals, novelty gift items, fruits, vegetables and juices. Now, we are getting into wine-making supplies (as I will elaborate on soon) and possibly into a winery.

In 1969, the Commonwealth of Pennsylvania decided that U.S. #20 wasn't good enough anymore and they built us a new road with a 180' rightaway which proceeded to take all of our buildings and made us move into new buildings. We started with what we thought was rather a large building, 130' by 85', but since then we have added two stories, 30' by 60', and a couple of cold storage rooms, including the original bank-type barn with the cold storage that we were able to keep from the road addition. We now have 100,000 sq. ft. of floor space.

Our farm consists of 125 acres of cropland broken down into peaches, apples, sweet and sour cherries, plums, prunes, and pears. All of the cherries, and 90% of our peaches, are harvested on a pick-your-own basis (which we have become fairly noted for over the past few years). We have had many good years of pick-your-own and, as long as we can keep canker and the bacterial rot out of the trees, we hope to continue with pick-your-own. Also, we hope to have pick-your-own on the new 10 acre planting of trellis apples that I put in during the last three years. I have 10 acres of trellis, 6' by 12', with 605 trees to the acre. The three year old block of trellis picked just over 100 bushel to the acre this past year.

Our cider and grape juice operation, as I said before, is by no means new. Early in September each year we crank up our machinery for the coming pressing season--usually beginning to press cider between the 10th and 15th of September. The grape crush begins about the 20th of September. This past season we pressed out 100,000 gallons of liquid, 30,000 gallons of cider, and 70,000 gallons of grape juice. We have two 55 hydraulic presses that are capable of 3,000 pounds per square inch as our main pressing apparatus. In the grape line, we have a blade grater (on top of a hopper system) which we are able to roll over boxes of grapes.

These have become prevelant since machine harvesting has taken over the grape industry. Hopefully, we can put in a stemmer crusher to replace the old blade grater and eliminate the stems and leaf petioles from the pressing operation. The pulp grapes are pumped upstairs by 500 gallon piston pumps, where they go into a holding tank over the cheese building area. You build the cheese the same on a big car as you do on an 18" or 24" small cider press with the form and 102" square blankets with a rack between each form.

During the season, Monday through Saturday, we usually run three 13 cheese, 13 blanket cars of grapes every day and make cider three or four days a week. The apples are dumped from bulk boxes into a hopper and washer system where they are elevated (whole) upstairs to the 7 1/2 horsepower blade-type hammer mill. The mill grates them and puts them into another holding tank, where the same cheese building operation takes place. We can fill containers such as barrels, jugs and milk cans directly from the cars or we can collect it into a tank and pump to our holding tanks We have 18 grape juice storage tanks totaling 10,000 gallons of refrigerated storage These are connected directly through a wall to our juice salesroom, where we dispense the grape juice to the home wine maker.

This is primarily what our juice business is built upon--home wine making. It used to be built on the first generation immigrant who made 50 to 500 gallons in his basement for his own consumption. Today's wine maker has become a little more sophisticated; he is now making 5 to 20 gallons of a premium variety wine and is causing quite a change, not only in the pressing business but also in the grape growing business. He is demanding the juice from grapes which are valued at considerably more than Concords. The cider is pumped into an upstairs tank which is connected to our bottler, or into the self-service tank.

As I said before, all of our tanks are in cold storage rooms--28° to 30°F if we can maintain it. This new generation of wine maker has led us into some additional enterprises, in which we've been quite happy. Wine making supplies (or supplies for the home wine maker) is one of the fastest growing businesses in the United States. There are, at the present time, eight major chains of wholesale houses for wine making supplies, offering supplies to the retailer at a sufficient margin of at least 50% to 60%. An item which can be bought directly from the manufacturer is the freeze-dried packets of wine yeast. Including the shipping, they run about 4¢ each and sell for 25¢ each, or five for a dollar. So, at that kind of mark-up, you can afford to sell a couple. Our supply business has been growing every year. Where we used to buy two loads of barrels (and that was it during the season), we now have about a $25,000 inventory, including glass carboys, plastic bottles, all the supplies for the wine maker, chemicals, and we even supply services such as alcohol determination and various things that keep the wine maker coming back to our establishment.

Since we have housed this in our roadside market, we are considering building a separate operation for the supplies. This would be included in the building of our winery, which we are thinking about. It seems the more time I have, the more I think about the winery; when I am busy, I don't. We have thought about it for three

or four years and, with our location and the tremendous increase in the sale of wine throughout the United States, we are again considering the wine industry. Also, I am afraid of getting stuck with a couple tons of these expensive grapes in juice form with no place to go with them, so I would like to be able to do something besides dump them out.

A new product line for us in cider is frozen cider, prepackaged in half-gallons and gallons. We usually stop making cider around the first of December or so, and then we have the frozen cider which we sell until the next cider season. My father had wanted to put in a self-service bar for a long period of time, but we never had the convenience of the cold storage area. So, in this new operation when we put the new juice tanks in, we had the floor and wall space available to have a continuous cold tank to sell cider on a self-service basis. We had never seen anything like the sales that were generated from the self-service cider. People who normally would only buy a gallon or two of cider all year would come every two weeks with two, four, six or eight empty gallon jugs to fill up themselves. Not only did it increase our sales, but it eliminated all the dirty jugs. Although we had been using non-returnable plastic for the past two years, we still had the inevitable, "Well, I have all these glass jugs at home. What will you give me for them?" Well, this year we are not taking them, but if you want to fill them when the self-service is in operation, you are more than welcome.

This is the original operation--the horse barn, 40' by 75', two story. You can also see the old mill operation down on the left side. We were a split operation being in the stand from June through early September and in the cider mill through the fall. But, as you can see here, that was the old Route #20 and they proceeded to build the new one, which you can see in the lower right front portion of this slide.

This is our new operation. We have about 60,000 sq. ft. in this building and 40,000 sq. ft. in the barn. We originally had a 16' overhead door in that area and we took it out and put in a glass wall. We think it is much more effective and gives us considerable additional room on the inside. We maintained the 10' by 10' overhead door which we can leave up or put down as the weather dictates.

The home wine industry is causing a change in the grape industry in our area. This is a production of Concord grapes. I wish we would have had that kind of production this past year. These are Seibel 5279 (a wine juice variety also known as Aurora) which were $200 to $220 a ton, while the Concords were valued at between $160 and $180 a ton. Of course, the juice is accordingly of higher value. These are some Videl 256 (right around $305 to $325 a ton) and these are Penot Chardonnay ($500 to $550 a ton) and when you buy two, three, four or five tons of Penot Chardonnay to convert into juice, you have 1,000 gallons of Chardonnay juice sitting in your storage retailing between $3.50 to $4 a gallon. Out of these, you are sitting on something that might go bad, which we don't like.

This is what it is all about--wine making. It is a five gallon carboy of X-variety. I have no idea of what it is at the present time, but we fill these containers for the customer. We fill any container they bring and, of course, we have a complete line of containers for the wine maker to purchase at the mill when he comes to pick

up his juice. He will then take the cotton out of the top and, after adding the desired amount of sugar and/or water, he will place a fermentation lock at the top In the process of six weeks, he'll have a drinkable wine which he will be able to bottle and, after aging for about a year, serve as a table wine.

On this last slide we have what we are all looking for--a satisfied customer. Thank you.

C. J. CUNNINGHAM: Thank you, Larry. Our next speaker is J. C. Evans, who will address the topic of "Specialty Items That Sell." J. C. is Vice President of Gold Medal Products of Cincinnati, Ohio, and also Vice President of the National Association of Concessionaires. In the past ten years he has written numerous articles on snack sales, spoken to many groups on the subject of snack profits, and is well qualified to talk to us on the topic of "Specialty Items That Sell."

"Specialty Items That Sell"

J. C. Evans
Gold Medal Products
Cincinnati, Ohio

Thank you very much, C. J.--all these initials you might wonder what we have going here!

It certainly is a pleasure to have a chance to talk to you about some of the specialty items that I think can sell. I would like to limit my remarks basically to the subject of fun foods--happy snacks--which are sold at a roadside produce operation or roadside market for consumption on the spot or possibly taken home. These are snacks that you won't be producing yourself.

When I got an invitation to participate here, I started thinking about the roadside produce marketing operations that I knew a generation or so ago, before 1940. I remember well a couple of produce markets that my dad used to drive us to and, funny thing, all of them sold popcorn, snow cones, or ice balls. Theaters in those days didn't sell popcorn, so today we have sort of a cycle. The more things change the more we get back to the beginning spot. At any rate, possibly some of those old timers may have known something that some of you also know or have forgotten, so possibly it it time for us to rediscover some of the specialty items that folks used to sell. On this general subject, we are going to talk about profits.

I know in our business if you don't have profit, you don't stay around for a long time, so I think the idea of specialty snacks itself certainly fits into the profit structure. Now, to go a step farther, we talk about specialty snack items that sell, in your case you probably are pushing nutrition for people. Today, everyone has extremely poor eating habits. They have a very irregular eating pattern. Eventually, you can assume it is going to come to the point where, on Saturday afternoon, Mom is going to get the whole family together and ask, "Well, who hasn't eaten this week?" That may be an oversimplification; however, I think we will soon see a counter trend. Maybe it is ecology, maybe it is just smartening up, but I think we will all try to get involved in better nutrition. Specialty foods can help lure people to your market and keep them coming back.

In the course of a year we talk to a lot of people who run snack bars--at drive-in theaters, discount stores, shopping malls--sometimes really big places. We talk to some of the people who run snack bars at little league baseball stands, the city park or the city swimming pool and obviously, we talk to people who run concession or popcorn stands at the county fair. The interesting thing about all the people we talk to, with the single exception of the popcorn operator at the county fair, is that every one of these people could get along forever without selling any

popcorn, snow cones, cold drinks, slush, candy apples, cotton candy, etc. So, you might ask, "Why do those folks sell refreshments?" Why do you sell refreshments at the discount store, the shopping mall, the school football games, baseball games, etc.? Well, obviously profit making is one of them, but there is another thought you might relate to your own operation. This is impulse selling.

On impulse, you have people who pass by--it is an opportunity to impulse these people to buy snacks and in the process, hopefully, give you a chance to make a profit. Some of these people add snacks or over-the-counter snack sales because they have labor on board who are working by the hour and want to get as much productivity out of every hour's labor input as they possibly can. Other people say, "I am going to go into this business anyhow, so I'll just add a tiny additional expense to the basic construction costs and get a much greater return on total investment."

You may have a captive crowd. Look upon your shoppers as a captive crowd once they have walked into your place of business. They are out of their car. If you are air-conditioned and it is 90° outside, they might say, "Boy, it is nice in here,"--and they are a captive crowd. Return on investment, absorbtion of labor, the captive crowd, convenience to the shopper--put them together and, not only is it a fairly decent income opportunity, but also I think it is a compelling reason to sell refreshments.

Of course, you still say, "Well, why do I want to get involved in selling this type of happy snack or fun food?" It is hard to make a comparison, because one can add a lot of specialty items. But, to try to draw a parallel, sometimes I think of convenience grocery stores (these would be the 7-11, Stop-and Shop, Lawsons--I don't know what they are all called in this area, but people know that as they pass by they say, "Oh, yeah, I just remembered I forgot one of whatever it is."). Basically, nobody goes to convenience grocery stores to do all of their shopping. Ninety percent of all the sales made in a convenience grocery store falls into the category of bread, beverages, milk and tobacco products. But, they have 3,000 items in the store. Why do they have them? Well, you can impulse people a little bit--the average person usually buys three or four items when they really intended to buy only one. So, possibly in your situation, when you have your signs down at the corner, at the intersection, you start creating sort of an impulse right there.

The first visit to your place frequently is a spur of the moment thing. They see your sign; they come in and spend a little money. But, the point is, once you get them there they fall into the category of a captive crowd; they can be impulsed into buying other items that you sell.

A lot of people who shop in comfort might want a little snack. If you are selling apples and cider, maybe they would want something to complete this. Maybe they'd buy some popcorn, either corn for popping or corn which you have already popped. In other words, they might want a take-home snack to complete part of the picnic (if it is a summer sale), to have at a Saturday night cider party or Sunday afternoon watch-the-football game.

I have used the context of popcorn; it is a nice thing to carry home and eat later. Popcorn is also a favorite snack of the traveling family. A specific example of the traveling American family's love for popcorn is the New York freeway. Here is an outfit that is making $30 a day per popcorn vending machine, and if they had bigger machines they could make even more. Now, at $30 a day, they pay for the machine every month. It is just a favorite snack of the traveling American family.

A lot of you probably also sell unpopped popcorn. I know that almost all the roadside markets around metropolitan Cincinnati do. Whether they grow the corn on location or buy it, I don't know. We don't sell it to them, so possibly they are growing it. But the point is, when you start with good growing practices and hand-cull popcorn you end up with decent popcorn--the kernels are nice and orange or white that turns into a butterfly ear. How are you going to get people to say, "Gee, that looks like great popcorn"? You let them taste it; you pop it--a lot of people don't like to go to the trouble of popping corn. Use an oil with butter flavor, seasoned salt, and you'll come up with a really fine end product probably a darn sight better than you'll get any place in town.

Before you add any new item to your product offering, you ought to try and set some criteria because, after all, there are thousands of items that you could add. The type operation you are running, if it is a country store or farmers market or if it is near a tourist attraction, might influence you. But, any item that you want to add to your menu should be: 1) an easy item to prepare for sale and to merchandise, 2) relevant to the theme of your operation or relevant to your basic business, 3) one that could help absorb your present labor without materially increasing your labor expense, 4) a specialty item that can be merchandised and promoted so that it will help attract customers or help them come back for a repeat visit, 5) one that should be almost totally immune from loss by spoilage, pilferage, or lost by consumption by the people who work on the premises, and 6) one that you can help stimulate the buying impulse either by the way it is displayed or because of some inherent operation, some aroma, something you can let people taste. Hopefully, it will be something that is popular in its own right or one that is recognizable as something that the whole family might particularly like.

These six reasons are all window dressing. Anything you add that takes your time helps get more money from your customers, so should be something with an extremely high mark-up--one with a tremendous profit, if you can get it. As you know, you either figure profit on selling price or profit on basic cost. A 20% cost item marks up 400% to arrive at a selling price; you got an 80% gross profit. Hopefully, you could add specialty snacks that very well might all have a 10% to 20% purchase cost and, therefore, have mark-up percentages of anywhere from 300% on up to 800%, or even a 1000% mark-up.

We are in the business to make profit. If you judge most items by the above criteria, nearly everything is going to fall by the wayside, but there are some products which will definitely fit. Let's go back to the popcorn idea. You can sell a 15¢ size cone of popcorn with a food cost, if you bought everything from a distributor

of supplies, of about 1.6¢. And, you should offer more than one size. You should offer a 25¢ box of popcorn, basically for the family to munch on. Food costs on this are only about 5¢. You could offer a 69¢ yard long bag of popcorn; with food costs about 11¢. So, in other words, with any size you offer you can still make a 300% to 400% mark-up. To sell popcorn, all you need is an outlet with 20 amps of 110 volt electricity. You need a little money to buy the machine, but they are not expensive.

There are a lot of other snacks that we might talk about. Obviously, everybody here who is in the cider business sells cider. But, if you don't freeze it or you don't have any in mid-summer and you do market in the summer, maybe you should take a twin flavor refrigerated drink dispenser and put in ade-type beverages--something cool to cool customers down. A cup of ade-type beverages costs you about 3 1/2¢. A 9 oz. cup of ade-type beverage that sells for 15¢ has a 78% gross profit (about a 385% gross mark-up). This is why you wouldn't want to sell bottled soft drink. If you have the capacity to serve ice, you should certainly serve a little bit of ice with your ade-type beverages (non-carbonated orange-ade, grape-ade or whatever you are selling). People like ice with their drink, even though it is already cold.

If you have plenty of ice, why not have snow cones? That is a beautiful way to sell ice over-the-counter at 30¢ a pound. That's not bad. How do you sell snow cones? Use a concentrated flavor, add five pounds of sugar and you have a gallon of syrup. One ounce of syrup which you make for $1 a gallon costs .8¢, and your cup is .5¢. What do you pay for ice? Well, if you have to pay a lot, it might be more trouble than it is worth. But, if you can freeze your own ice or make a local deal on ice, you can buy it for under 2¢ or 3¢ a pound (use about .5 pound of shaved ice in your cones).

What about slush? If you don't have ice making capabilities on the premises, maybe you could sell slush. Slush is little more than a semi-frozen beverage, but you can semi-freeze cider. During the summer make a five gallon batch of neutral unflavored slush. Put a squirt of flavor into the cup, then the unflavored slush on top of the flavor, so you can turn out six different flavors from one machine. Then, when your apples come in, convert to cider slush. Three cents for the food cost for the regular flavored slush yields a 15¢ sale. What you have is a nice 400% mark-up at 80% gross profit. You also have something that refreshes people and, when you convert to cider slush, it is relevant.

Now, candy apples are something quite relevant to what you are doing. However, you are not going to coat it for a penny. If you have a 3-inch diameter apple and either manufacture carmel coating or buy already prepared carmel coating, you are going to have a little investment. You should get at least a 300% to 400% mark-up on your carmel apples, because if the product is good the people will pay for it. It may become a specialty of the house.

How about a roadside snack bar? Well, possibly some of these snack items might add up to give pretty much that effect. But, if you are running an old-fashioned country store kind of operation, you merely need to go to most shopping

malls to see that they are equipping their one snack bar within that mall with a lot of miscellaneous goodies. The old-fashioned Pennsylvania Dutch type candy, antique-type popcorn and other snack equipment.

This is the idea behind your snack specialities. Make them specialities of your operation so that they can help bring people back a second or third time. Keep the accent on the profitable item. After all, you have something in your business that keeps you busy most of the time, so don't reach out for other items. Don't make additional investments unless you are going to get an excellent return on both the time and the investment.

If you set your criteria with the seven limits that I have mentioned and if you are a manager who is trying to build traffic, get more profit per customer stop, keep people coming back, and are looking for a better return on your investment, then happy snacks might just fit in for you. We are asking you to broaden your horizons to include happy snacks or specialty fun foods, and you might be a little resistant to it. If you try it, you might like it--especially as you go to the bank with the money you have made.

Thank you very much; it is a pleasure being here.

C .J. CUNNINGHAM: To conclude the symposium this morning, I would like to present Hank Milstein from Bucks County, Pennsylvania. He is a representative of the M. Polaner & Son of New Jersey.

"Ideas from Dozens of Successful Markets"

Hank Milstein
M. Polaner & Son
Roseland, New Jersey

Good morning, Ladies and Gentlemen. I'm very pleased to be here this morning to talk about some ideas for roadside markets. Rather than tell you about the specific markets, I am going to speak about some ideas that many successful markets use.

First, I would like to dwell on advertising. If not done correctly, more money is wasted in this area than in any other. Two ideas come to mind:

1. Try to make sure that your ad talks back to you in some way. Ask the customer to bring the ad in or mention it to receive some kind of special premium. Get them to show you they have read your ad and that it made some kind of an impression. The results will tell you a lot if you are interested in finding out just how effective your advertising is. Even if your ad is on the radio, have customers mention the broadcaster's name. If it is on a billboard, let them mention the location of the billboard. Make your ad talk back.

2. Try different forms of advertising. A new form of advertising might be to feature the product, instead of the name of the market. Too often I will see an ad which reads, "Happy Jake's Farm Market," then his address, his phone number, his hours and, as an afterthought, "Fruit and Produce," That doesn't do a good job--that smells. The only thing it will draw is flies on his fruit from laying there too long. Have the large letters in your ad read, "Apple Cider," or, "East Today's Corn Today," and then go on to elaborate and tell them why they should come to your market. The same applies to radio. First, get their attention by wetting their appetites. Make them want to find out where all these goodies are--then tell them where they can go. That doesn't sound right. Then tell them where they can go to get all these goodies. Think--you have got to make them <u>want</u> to drive out to your market. By the way, once you have them out driving, be sure they know how to find you.

Mark these suggestions down, because these are not my ideas, these are ideas that are used successfully by operators that I know. We will agree that most of the farmers grow decent fruits and produce, but that is where we separate the men from the boys. The men use initiative, imagination and innovation to draw their customers and the boys sit there and cry because business is lousy. Think about it.

Each item that you do handle in your market should be important to you. Each should be a well-rounded complete department of its own. Cider is a great example. If possible, let the people see the cider being pressed. Have cider by the cup. In some instances, this is used as a permanent promotion--all you can drink for 10¢ or 15¢. In the same department, have your gallons and half gallons. Too many market clerks run to the back room, the storage room, or into the cold storage to get out a gallon for the customer when they ask for it. This is a good impulse item, and people will buy it if they see it.

For potatoes, you might have a potato corner, with potatoes in baskets, in bags, in sacks, or loose--and have a few different varieties. The same goes for citrus. You might even have a juice squeezing machine so customers could have juice squeezed for them. You know, fresh juice has become a big business in some supermarket produce departments. If people go for that, think how they will go for seeing the juice squeezed for them. And, don't sell citrus short. In so-called off seasons, I have seen farm markets sell more citrus than many of you sell apples and peaches.

Look at everything you sell and try to take full advantage of each item, whether it be fruit, produce, jams, jellies, cider, baked goods, etc. Anything can be as much of a money maker as you want it to be. When you make everything you handle an important part of your market, you make your customer more aware of each thing you are selling. It will make your market seem more complete, and the customer will come back. Put yourself in the customer's place. If you come into a store that has large supplies of certain things and then odd things (a jar of this and a jar of that) you don't even waste time looking at the odd stuff, you just look at the well-cared for displays. This is the same way your customer thinks and acts. So, make everything in your market important. If you don't think it is worth making important, get rid of it. It is not doing you any good and you are not doing it any good.

When you don't sell everything you can to each person coming into your place, you are committing the cardinal sin of business--wasting customers. The hardest thing is to get people to come into your place. Once you have them there, if you can't get every nickel you can out of them, you are wasting customers and that is a sin. So, don't be sinful.

Next on my agenda is annual open houses. Please notice that I said annual. In the spring it might be a flower festival. Have representatives from different companies, like Scott or Greenfield or some other company; have them answer questions for the amateur gardner. Have someone there testing soil. Have hourly drawings for prizes. Be sure to feature indoor and outdoor displays of more popular things like vegetable plants or bedding plants. And be sure to advertise in advance and lead right up to the event. If possible, have radio personalities broadcasting from your market. Try to get a local rock group to play--outside, of course.

Have games like guessing how many peas or beans are in a peck container. Let people sample things like jellies, preserves, cheeses, candy or baked goods, and your fruit, of course; and make your suppliers pay for everything you use up because, after all, you are advertising their things. Feature free cider to drink,

either hot or cold. (Don't sell hot cider short; it is a nice thing that people really come to get.) Then, how about hay rides through the orchards? Whatever you do, make these promotions an annual festivity in your area that the population will look forward to. And, make arrangements for handling automobile traffic because you will probably need it.

I know of a great pumpkin promotion--all you can carry for one dollar. (Some now charge $1.50.) There is one catch--you aren't allowed to have any help. So, it is really funny. Truthfully, it draws crowds and it is a riot to watch people. They will put four pumpkins down on the ground, pile pumpkins on top of them, then try to lift them--and they can't get them off the ground. It is a cute idea, and believe me nobody will walk in there and just buy pumpkins; they'll buy apples, too.

Last thing I would like to touch on is clerk education. Each person, man or woman, that handles your customers can either make or break you. If I walk into a market where the clerks keep everything (including themselves) clean and pleasant, it makes me feel great. And, if they can answer questions about the products that they are selling, then I really feel good. So do your customers, and they will be back. On the other hand, if I walk into a farm market and find a guy sporting a two day growth on his face, wearing dirty overalls and picking his nose, I'll run the hell out of there so fast it will make his whiskers wilt. Now really, you know wise guys in your market don't really do it any good.

It really pays to have daily or weekly meetings with your clerks, whether they be one or one hundred, and tell them how you want your customers handled. Teach them that if someone walks in there and says, "What is the best variety for cooking? What is the variety for eating? What varieties do you use to press your cider?" and your clerk says, "I don't know," that clerk isn't doing you any good. He is doing you a lot of harm.

Another thing, be very careful to teach them to pack certain things. Don't let the customer get home and have a negative surprise when he unpacks what he bought. You don't want him to have his hand come up with rotten apples or bad tomatoes or whatever. So, run a clerk's session either once a week or at least once a month, but keep your clerks informed of what you want them to do.

I could have spent an hour on each one of these things, but it is getting kind of late. I'd like you to remember about the education of your clerks, about advertising, and about the other things that I spoke about today. And remember one thing especially: have a healthy, happy and prosperous New Year, in that order, and that comes from me and my family. Thank you.

C. J. CUNNINGHAM: Thanks, Hank. We have about 15 minutes before the noon meal, and we could entertain any questions to direct to any of our symposium participants at this time. Any questions?

Q. My name is Bell; I have one for Mr. Milstein. Along the same approach that he gave us, IS ALL THE MATERIAL THAT HE IS EXHIBITING DOWNSTAIRS ON THE HOUSE, OR DO WE HAVE TO PAY FOR IT? A. (Mr. Milstein) No, this is free. We like to give away things free because, as good as it is, when it is free it tastes better.

Q. (Paul Friday) I'd like to ask Ken Taylor. We seem to do pretty well nine months of the year, and this good citrus thing pays for the other three months of the year. I just wondered just HOW HE MADE CONNECTIONS? The citrus we get is not good quality. A. (Mr. Taylor) We are hooked up with the Orange Barn, a firm that has its groves in Florida and they bring the citrus up for us to buy through them. They buy apples and other items from us. We get tree-ripened citrus and people really enjoy getting that instead of the other citrus. IS THAT BAGGED IN PACKAGES? Oranges come 60-64, 48 even 36 and grapefruits come 32s or 28s. All come in a box that goes by count. (Friday) We used to get tree-ripened in bulk containers, but after going through many of the packing plants down there on the Florida tour with Dr. Cravens, it is my experience that anything that meets their qualifications and runs through one of their 300' or 400' conveyers had to be immature, and this is the problem. (Taylor) The fruit we get has a different flavor since it is tree-ripened. It is well accepted.

Q. I would like to address my question to Mrs. Hileman. DO YOU THINK THE TOTAL WORK EFFORT YOU ARE PUTTING INTO A WEEK WOULD BE THE SAME AS IT IS NOW IF YOU WERE OPEN SUNDAY AFTERNOONS? A. (Mrs. Hileman) Well, I am not sure. We talked about this, but our children are small and we feel they need us sometime--I have left them alone quite a bit this last summer. But, we don't really know because we have never tried it. One of the other markets around (there aren't too many) is open on Sunday afternoons. It is farther in the woods than we are, but people do find it on Sunday afternoon. We have gone past and there are customers there. So, probably Sunday could be a good day; but Monday is a big day and Saturday is a big day, and we just haven't done it.

Our experience is that Sunday becomes "family day." Saturday, there seems to be a lot of diversions with golf and mowing the lawn, etc., whereas Sunday seems to be the day where the wife can get her husband to come and pick the strawberries, or help her pick the peaches. We used to close on Sunday also, but finally we were working so many late hours during the week to make up for the Sunday selling we were losing, that we finally went to selling on Sunday.

Q. I would like Mr. Evans to explain to most of us here HIS PERCENT OF MARK-UP. It scares me when I am marking up something 300% to 400%. A. (Mr. Evans) Sometimes, to lend impact, you talk about something that only costs you 1¢, or 2¢, and sells for 10¢ to 15¢. Of course, you have some labor involved in presenting that item. But, in most snack bar sales, the hot dog, bun and condiments cost a dime and you sell it for 30¢--you can say you have a one-third food cost but you are actually marking it up 200%. Maybe it is better to just talk about food costs as a percentage of selling price. The 3¢ food price over a 15¢ selling price is one-fifth, or 20%, food cost. The reason I mention it both ways is because I don't know whether you say, in your economics, "This item cost me 2¢, I mark it up 400% and I sell it for

a dime," or, "That is a 4% mark-up; I marked it up four times." Actually, I like to look at it as, "What is my percentage of profit on my selling price?" Can't be more than 100%; has got to be less. If you buy for 1¢ and sell for 10¢, you get 90% profit and it is almost a license to steal.

Q. This question to Mr. Youngs. You discussed your cider and wine business indicating that you freeze the cider for the off-season. DO YOU MAKE ANY ATTEMPT TO PRESERVE OR FREEZE GRAPE JUICE? A. (Mr. Youngs) No, sir. We don't, but we are handling California concentrates for off-season wine making. In fact, hopefully a week from today, we will have a semi load coming in. The California wineries produce concentrates in addition to their other products. We have attempted to set up some liaison with the processing plants in the northeast, Welsh and Keystone, to concentrate local juice, but with the price of grapes and the price of concentration we have not been able to come up with a product that would be competitive with the California concentrates. They are inexpensive, even with freight rates as high as $4.60 a hundred (which is a big portion of your profit). So, we do not freeze grape juice, we sell the concentrate.

Q. To Mr. Evans, I wonder if you would be a little more specific in enumerating snack products. WHAT WOULD YOU GO FOR FIRST? Say, POPCORN, THEN THE SLUSH, THEN THE SNOW CONE? A. (Mr. Evans) Well, to establish priorities, I think if you are primarily in fruit, look for an autumn-type product. I would go for popcorn first along with candy apples. I am sure that candy apples would be the simplest thing you could sell if you are in the apple business. Red candy apples and carmel candy apples and popcorn, if you are fruit or late summer-type markets. I think those would be your priorities. If you are summertime, I feel you must have something that is nice, cold and refreshing; besides just watermelon or something that people can eat in the car. If you have ice, I think I'd push snow cones. If you don't have ice, again you want to keep your cost down. The equipment for snow cones would be, say, $200 to $300. You are not talking about a tremendous amount of expense and you can probably get it out the first month, but I think I'd look for an ade-type beverage, knowing that I could come back with cider. Just run cold drinks, if you don't have the ice. Ice is a controlling factor of what you put out in the early summer. If you can put in cotton candy, that is a real winner, too. You take an ounce and one-half of sugar and a half cent cone and sell it for 15¢ or 20¢.

C. J. CUNNINGHAM: At this time, I would like to thank the entire panel for its participation this morning and I am sure you will have an opportunity to ask them additional questions as the Conference proceeds during the next two days.

I declare this meeting adjourned until this afternoon at 1:15 p.m.

Afternoon Chairman, Year Round-Full Line Markets: GLENN MADDY, County Extension Agent/Agriculture, Sandusky County; Fremont, Ohio.

"MANAGEMENT KEYS IN ROADSIDE MARKET OPERATION"

Edgar P. Watkins
Extension Economist, Food Distribution
The Ohio State University

Let's get started with a little background observation--as I look back, roadside markets tended to grow out of some production activity. They were seasonal. They used largely family labor and, when the family labor disappeared, sometimes the market disappeared. There was little investment in facilities--remember the tables, the stands, the roof, maybe the tree--pretty simple facilities. They sold mostly what was grown, either on the farm or nearby. They operated on the philosophy of intercepting traffic as it went by, and you hoped you stopped enough people to make the market worthwhile.

In the last several years things have changed in my view, at least in Ohio. The group here gives the idea that markets are shifting to a longer season. We have extended operation to year round, or almost year round; and this has caused some changes. Now, we depend more on hired labor and less on family labor, so when the kids grow up, the market still tends to be there. We also have a considerable investment in the market itself--a lot of money tied up in the structure and its equipment. We are relying more on the resale of purchased items. We tend to buy more, far more, products than we grow. I think we have developed a business that customers make a special trip to, rather than intercepting traffic as it goes by. And this is one essential difference between markets of several years ago and today. Now we make it worthwhile for a customer to drive to us. If we get a lot of intercepted traffic, so much the better. But, you have some drawing power and this drawing power is much greater than it used to be with roadside markets.

So, these are some of the changes I have seen in the last 20 years. They are pretty significant changes and, with these kinds of changes, there are a number of key areas over which you, as a manager of a businesslike roadside market, can exercise control. You can increase your income.

Today we need to develop management information related to the market itself as a separate unit. We have to look at the market operation as an entity in itself and develop some information about that operation. We need to do this for two reasons. First, we need to make sure the costs of operation are in line. Second, we need this information to make decisions about opportunity for increased sales. In my book, this is where the ball game is. How we can grow. Let's take a look at management--only segments of it, actually, because it is a pretty broad field. These segments may have meaning to you in determining how you can make your market more productive. You are going to hear this word "productive" several times in the next few minutes.

To give you a picture of what I visualize as parts of this management, take a look at this chart (page 29). The customer is the one you have to please, so it is the center of the target. The next ring has areas which you might find helpful just to tear apart into these segments. How about the facilities? Are you able to display your merchandise and take care of the customers in a relatively low cost way, getting all the sales you can get? So, the facilities are pretty important. How about pricing? Can you do a better job of pricing items? Employees become another important segment--employees who can get a job done with an attitude that will bring the customers back again. And, product mix--what sort of a mix of products will best bring the customers in your trading area out to your market? Advertising and promotion, I am not going to say much about because most of you know that trying to measure advertising and promotion is a little rough. You need to continue to try, but it is rough.

Now, this ring seems to give you the mixture of decisions you have to make almost daily: "Do I replace this employee, get someone else? Do I spend a little more time with him and try to bring him along?" These are the things you do daily, so they are short-run.

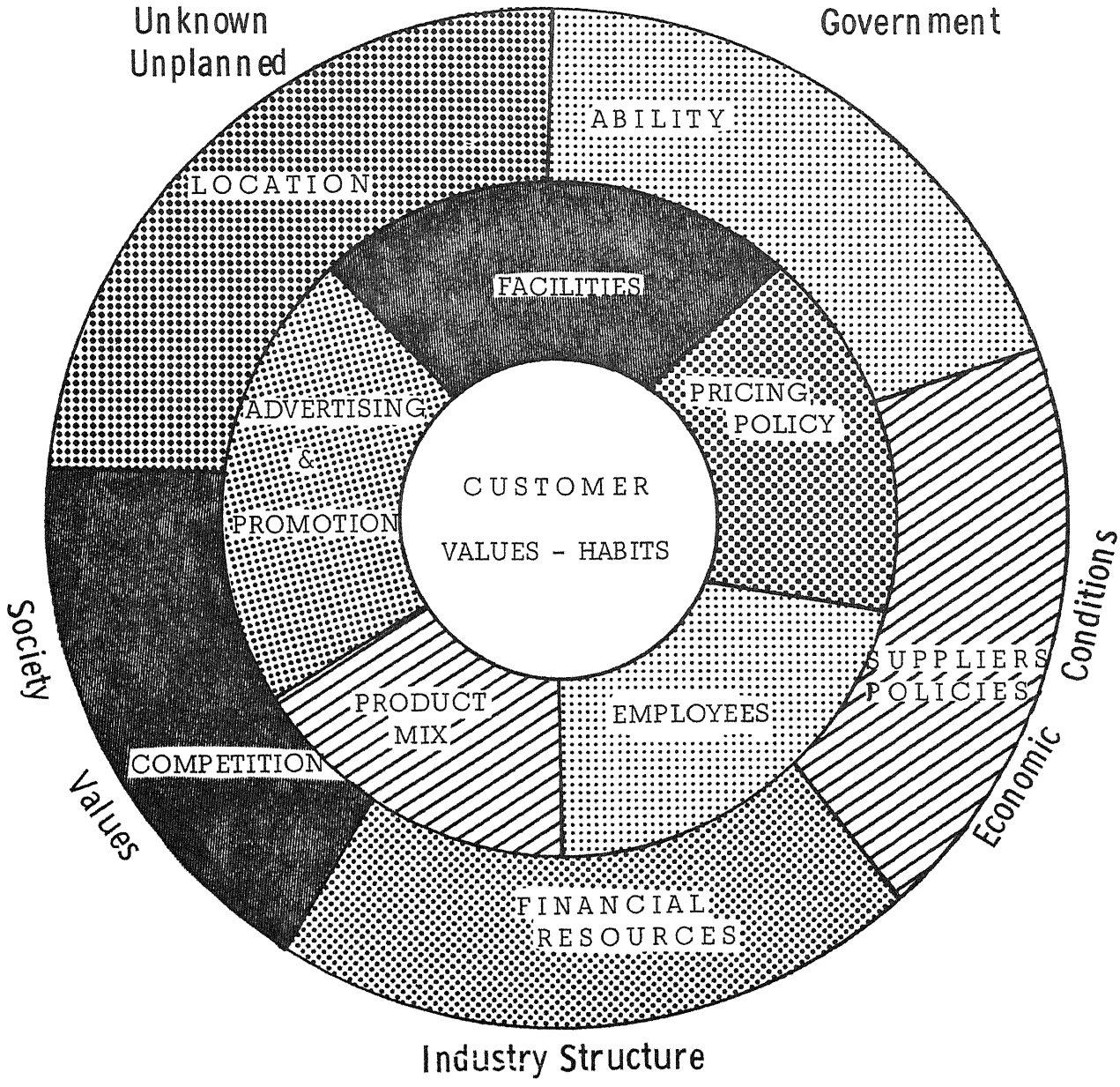
On the outer circle are the long-run factors such as location--are you in the right location? If you're not, should you move? Your ability--can you change it? Can you improve it? Suppliers policy--can the people you are buying from do a better job for you? Financial resources--how much can you borrow from the friendly banker? What's competition in the area doing and where do you fit in? These are the long range factors.

Then, sometimes we get tied up in these things we don't have any control over--government policy (health regulations, for instance), and economic conditions which individually we have little control over, but have a tremendous impact on our business Society values--you know, we in this area seem to be reaching back for something; we want to get back to the older style. These are some of the segments of managing the market that seem to be pretty important.

Now, let's just step back and take a look at this total food business. We are part of a pretty big picture--the figure for this year in this country is $124 billion, and we can add Canada's $15 billion on top of that. It is a big business. It is a basic business, and folks like you can feel some satisfaction that you are taking care of people's needs rather than some of the more frivolous things. This pot of gold, as it were, is controlled by the spending decisions of 50 million homemakers, at least this is true in my house. Homemakers largely control this part of the purse, and you ought to know how many of that 50 million are in your area--how many homemakers you are trying to reach. Each one of these people is spending at least $1500 on food annually.

What are the ingredients that will convince her to spend it at your market? Well, where is she and where are you? When does she shop? How does she shop--with family, kids? Which market is she going to pick? What is important to this gal who is coming out to the market? We don't have a good fix on this one. We have some ideas, but we don't have a good fix on it. Who is responsible for the buying

MANAGEMENT


Unknown
Unplanned
Government
ABILITY
LOCATION
FACILITIES
PRICING
POLICY
ADVERTISING
&
PROMOTION
CUSTOMER
VALUES - HABITS
SUPPLIERS
POLICIES
PRODUCT
MIX
EMPLOYEES
COMPETITION
FINANCIAL
RESOURCES
Society
Values
Economic
Conditions
Industry Structure

decision? OK, the customer is the key, then. We call this assortment that we have talked about in this circle "marketing mix." I think it is useful for managing a market. Marketing mix for customers because it is important to them and marketing mix for your business because it is important to you for the success of that business.

First is the market itself, or the store itself. Physical aspect--store, equipment, these sorts of things. What can you do here that will increase the total productivity, total sales, total profits? Employees and the service they offer the customer--I think we have quite a ways to go here yet. We tend, I think, to hire people who are there. We hope they can do a job; we don't spend a lot of time making sure that they are trained in meeting people, trained for making sales, sometimes even trained for taking care of the money after they make the sale. The price/quality relationship--you can't separate the two. We know that in any one trading area there can be a successful market that doesn't have really high quality and there can be a successful market that does have the quality image; perhaps there is room for both of them. I think the economist calls this "market segmentation," pointing out the particular segment of the market--"This is where I am going to shine." But, I see markets saying, "I've got the best quality and I've got the cheapest price." I'm saying those two things don't go together. They just don't match. In produce, particularly, you can't have the highest quality and the lowest price. And, if this is your advertising approach, you aren't saying much to the customers.

Product quality and variety--variety is the key here. We know in the retail supermarket, for instance, that this factor alone is pressuring the supermarket to get larger and larger and larger and larger. We have some being built in Columbus that are pure food stores, with no junk. I shouldn't call it junk--no clothes or this sort of thing--non-foods. They are 30,000' and over in size--for food only. This pressure for variety means pressure on people responsible for operating the supermarkets. They have to have more space between those four walls in order to attract customers. I think this is going to be true with some of our roadside markets--we are going to need more room to display more variety in order to have this drawing power.

The marketing mix also has to do with management. Now that's <u>your</u> job. Marketing mix is management's job because all these factors mentioned here are under your control to some degree. I'm not talking about the things you have nothing to do with, such as economic conditions that you can't control, but these five things you can do something about in each of your markets. They are controllable. Management, from the standpoint of marketing mix, is your ball game.

I'm going to say something about goals. You'd better know where your business is going, where you are going with your business. This is an elementary question perhaps, but why are you operating a roadside market? Really sit down and ask yourself that. How much satisfaction do you get out of operating a market? How much do you enjoy meeting people? Making friends--both employees and customers? This is a pretty important part of operating a market and if it doesn't turn you on, I'd raise questions about whether the money that you're making is going to be enough or not. OK, we can say,"To make a better living." Right, we all are after this. I've

heard, "Take a larger percentage of the consumer's dollar." Will this work? Well, it will if you do a better job than the other guy is doing. But, if you do not do a better job than the other guy is doing, you may end up worse than you were before. Now, do you get the gist of what I am saying? If you pick up the retail functions and you are operating at a higher cost than anybody else, you may end up worse off than if you weren't doing the retailing. You'll handle less dollars, but you may have more money left.

I think there is satisfaction in building something of your own, a business of your own, and having something--"Hey, that's mine! I've seen it grow; it is still growing." I would say, for most businessmen, this satisfaction seems to give them as much a kick as the income part. Satisfaction gained from working with quality, employees and customers. So, these are some of the reasons for operating a market. Money? Yes. People? Yes. Satisfaction? By all means. OK, but what are we going to have next year, the next five years? Where are you going? Again, pretty elementary. But, you'd better take a look at it.

When you set out for this Conference, I think you had some information. If you didn't have, you looked it up. Where is Columbus, for instance? Now, you just didn't drive down the road and hope you hit Columbus. There are four directions you can go; 16,000 roads. You had a goal; you were going to get here. But, hey, how far is it to Columbus? On this basis, how long will it take me to get there? What is my arrival time? What time am I going to have to be there to participate in the festivities? When do I have to leave home? Now, if your business is to grow, isn't it even more essential that similar kinds of information related to business are needed to develop a roadside market? I'm saying that, by golly, the same time will pay off for your business. If you want a $20,000 increase in sales this year and you are determined to get it (if this is a goal), you are more likely to get it than if you just opened up the stand to see what happened from day to day.

So, goals--very simply, two or three examples. I'm going to increase sales 20% in 1973. OK, if you make this determination, you've got to make some determinations about how you are going to get there. More products, longer hours, bigger market, what? If you are going to increase your net 20%, this means you can't spend too much money on this new market, but you've got to spend it to draw the customers in. Now, just as when we were making the trip to Columbus, you needed to know where you are in your business. You need information related to where the roadside market is now, what is the situation, in addition to judgment about the market and its attractiveness to customers.

Two or three financial instruments are used. The first one is an operating statement (page 32) and usually if you are in my situation the banker requires it anyway. Sales minus the cost of goods sold gives you the gross margin, dollars or percent. Now out of this gross margin comes expenses. The first group are items over which you have some control--wages, your income, advertising, promotion, supplies, repairs and maintenance, and miscellaneous expenses. These are the controllable parts. Now the noncontrollable parts, sometimes called the dirty five are rent, taxes, insurance, depreciation and utilities. Once you make these decisions they are not very controllable. These are noncontrollable in the short run.

OPERATING STATEMENT

Sales

Cost of Goods Sold

Gross Margin

Expenses
- Controllable Expenses
  - Wages
  - Manager's Salary
  - Advertising
  - Promotion
  - Supplies
  - Repairs, Maintenance
  - Other Expenses
    - Total Controllable Expenses
- Non-Controllable Expenses
  - Rent
  - Taxes
  - Insurance
  - Depreciation
  - Utilities
  - Accounting and Legal Expenses
    - Total Non-Controllable Expenses
      - Total Operating Expenses

Net Operating Profit
- Interest Expense

Net Profit
- Other Income

Income, Before Taxes

The second financial instrument is the balance sheet (page 34). If you don't have one at the end of the year, I think you'd better take a look at it. Sometimes you think you're not making any money, but if you look at your balance sheet, by gosh, something happened to your net worth somewhere along the way. The third instrument is financial resource, but I guess that is a subject for another session.

Let's take a look at one example in each of the areas of this marketing mix that we talked about. We should consider developing standards or some sort of guidelines. Now, as we think about market structure, we are concerned with how it is laid out (page 35). As I reflect back, this is pretty much the picture of some of our early markets. Boy, you can come at them from any direction in the world, and you had very poor control over what happened inside. Now, there is some merit in restricting the number of entrances so that you have control over what happens to the customer when he goes inside. So, make a "road map" of your market inside. When they come in they are some way or other attracted to shopping the entire market. As in a customer traffic flow where marketing facilities and demand items are arranged right, things that people are coming after are distributed in such a manner that the customer is "encouraged" to shop almost the entire area in the market--and you are ready to take the money when he is finished. Now, in a small market this is not so much of a problem because you can stand in the center of the market and see the whole thing. As your market grows you've probably got some lost corners and you wonder why merchandise doesn't move from those corners. By a little rearranging you can attract people back into these so-called "dead spots." (See the charts on pages 36 and 37.)

In most roadside markets, we include our work area and in some cases the storage involved. And, it is just as essential, from the standpoint of getting the work done at a low cost, that you are concerned about getting customers in and getting them out; getting product into storage and getting it out to the work area and the sales area without interference to customers or with employees getting their work done. There are some techniques that you can use that are helpful in this regard.

Again, let's take a look at one standard having to do with the market itself--getting some sort of measurement of whether this market is productive. As an example, I am going to use sales per square foot per week. Say you have a 40' by 40' sales area, this means you have 1600 square feet of sales area. Now, if your sales during a particular week are $6600, we divide the $6600 by 1600' and we come out with $4 plus--$4.10 per square foot. Now, is that a reasonable figure as far as market productivity is concerned? You'd have to work this out for yourself (because every market is different), but the technique is useful. This figure can be applied to most of your roadside markets. If you get much above this, you'd better figure on getting bigger, because you are not going to be able to take care of the people who are coming into a 40' by 40' market if you have $6600 sales. So, there are quite a few uses for this sort of information, once you start generating it. Now you have this information, you know how big a market you have and you know what your sales are. See what you can do with it.

BALANCE SHEET

Assets
- Current Assets
- Cash
- Accounts Receivable
- Merchandise Inventory
- Other Current Assets
- Total Current Assets
- Fixed Assets
- Fixtures and Equipment
- Leasehold-Improvements
- Other Fixed Assets
- Total Fixed Assets
- Other Assets
- Total Assets

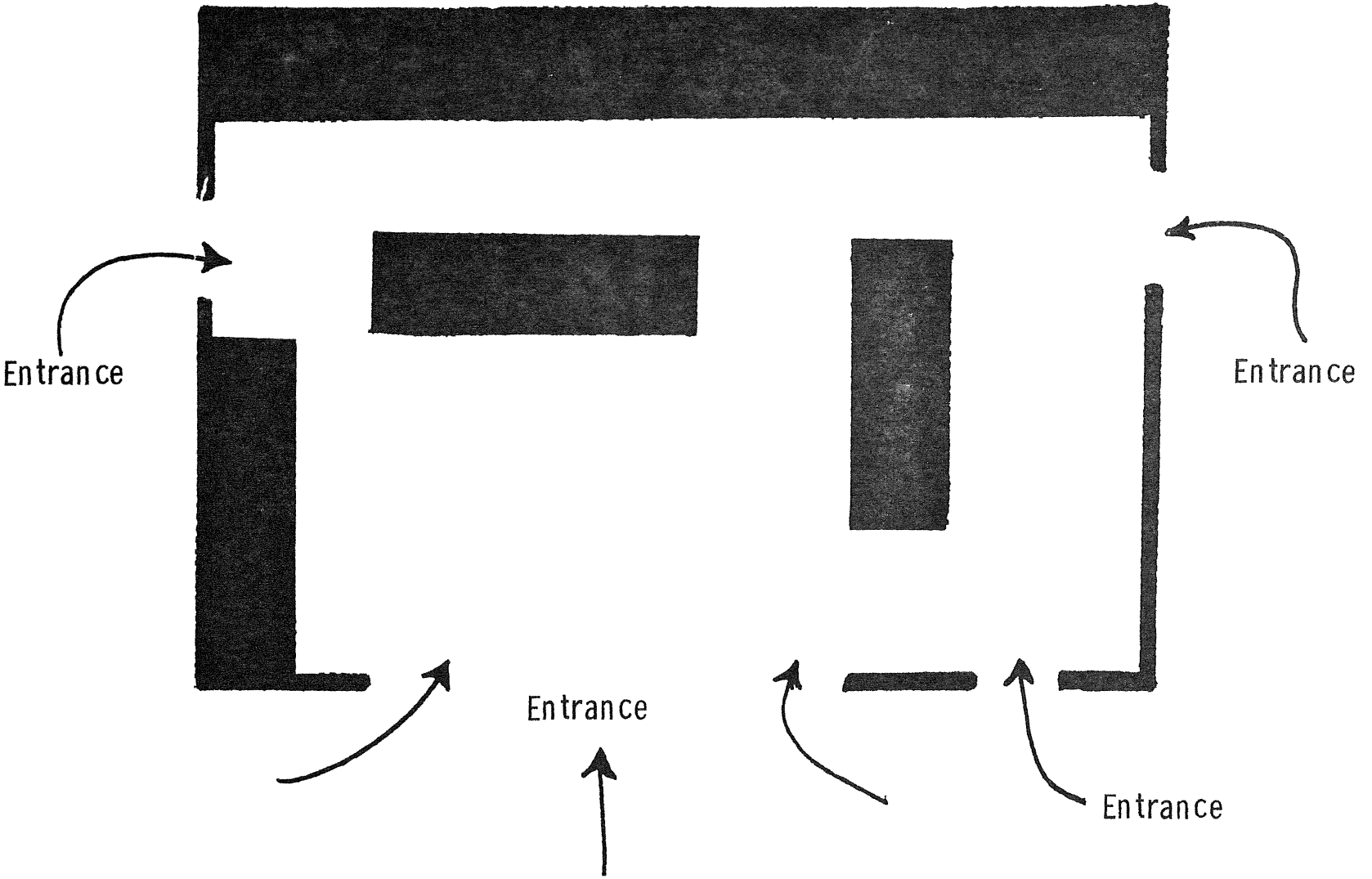
Liabilities
- Current Liabilities
- Accounts Payable
- Current Notes Payable
- Reserve for Taxes
- Other Current Liabilities
- Total Current Liabilities
- Fixed Liabilities
- Contracts Payable
- Notes Payable
- Bonds and Debentures
- Total Fixed Liabilities
- Total Liabilities
- Total Net Worth
- Total Liabilities, Net Worth

Balance Sheet Ratios
- Current Ratio
- Quick Ratio
- Sales to Total Assets
- Sales to Current Assets
- Sales to Fixed Assets
- Average Inventory Turnover
- Investment in Fixtures and Equipment
- Per Square Foot of Store Area

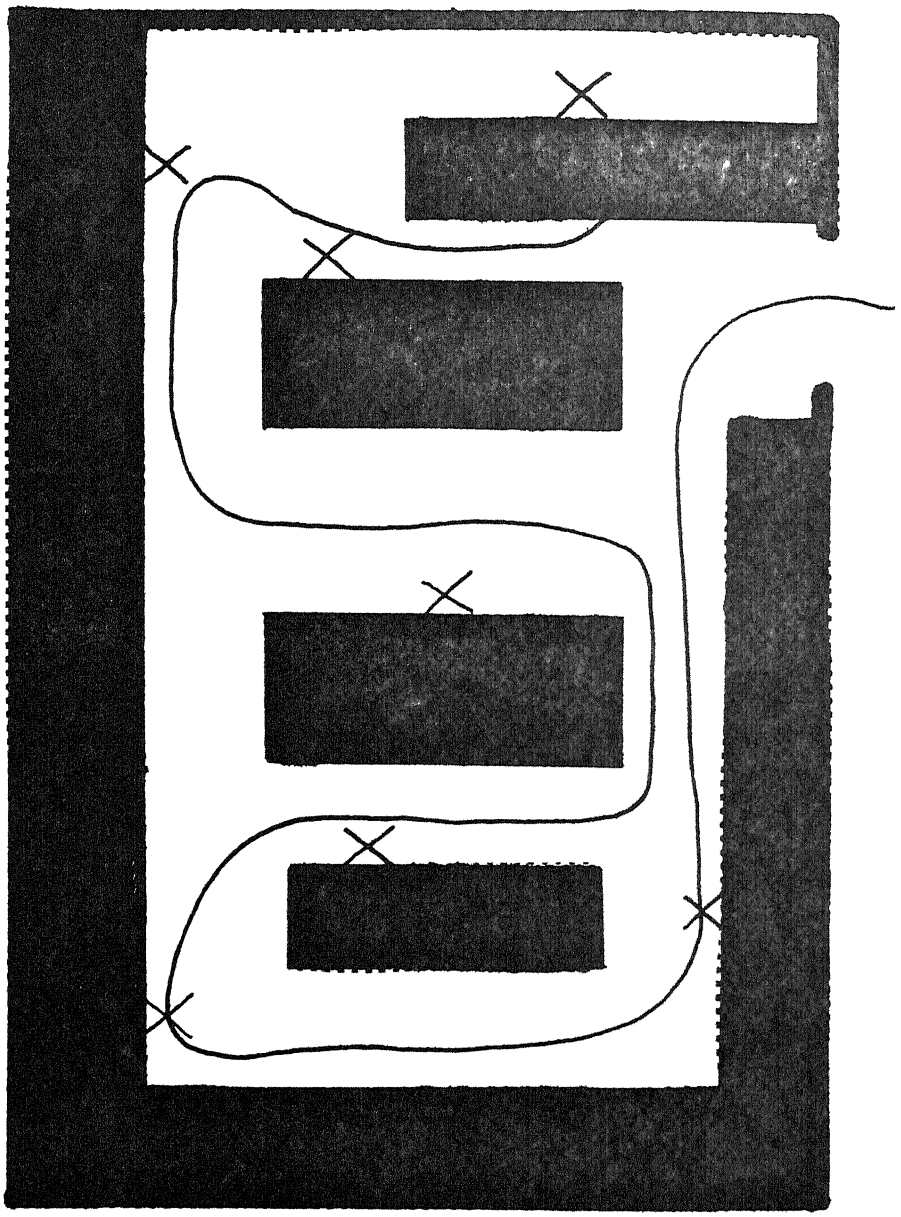
Return on Total Investment

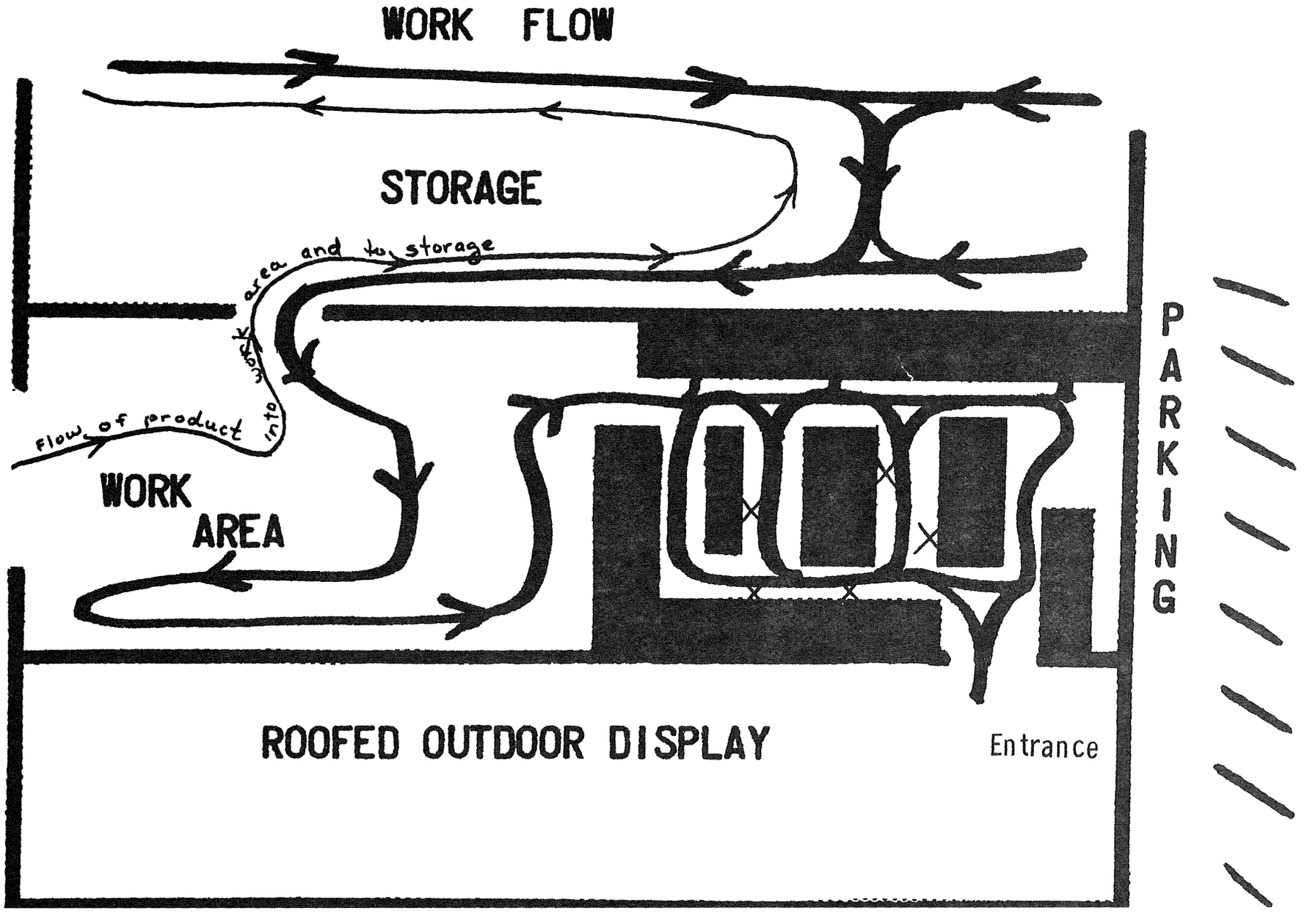
Return on Owner's Equity

TOO MANY ENTRANCES ?



DEMAND ITEMS AND TRAFFIC FLOWS




WORK FLOW
STORAGE
Flow of product into work area and to storage
WORK AREA
PARKING
ROOFED OUTDOOR DISPLAY
Entrance

Let's take a look at pricing. We'll use the same sales again and we are going to look at percent margin. Now, some of you will say, "Ah, I know what this one is." But, do you know what it actually is or what you plan on it being? Again, if you had $6600 worth of sales, and the cost for those sales is the value of product you put in the market and price of things you bought, then your gross is $2200. What is your margin? Well again, $2200 divided by $6600 and I think this one comes out about 33%. You know what you are trying to get, but how many of you actually know what you are getting? As soon as your market grows you might need to do this by food and non-food (departmentalize to get even better results).

OK, labor productivity--measure of the labor productivity. What are your sales per hour worked? Take the number of workers times the hours they put in, and get total number of hours. Divide that into your sales. If you are going to stay in the ball game today, that figure had better be around $25 of sales per hour per employee time, which should include your time, too, if you are actually working in the market (that portion of the time when you are not managing the other workers, you are making sales). If you want to use a 40-hour week, that comes out $1,000 worth of sales employee week. This information is useful in determining whether labor is as productive as it might be.

How about labor expense? For most of you, your time is actually spent managing; this is return to management. Your pay should not be a labor expense, it should be a separate item--management fee or something. It will be separate if you are a corporation; if you are a family business, it is what you have left at the end of the year. Labor expense, then, is found by adding up labor expense for a particular week and finding its percent of sales. If you don't come up with 12% of sales, you'd better take a close look at it. Labor, sometimes called labor factor, may be close to 12% of sales. Many of you are getting by with less than that. Is this packing labor or just sales labor? I'm concentrating largely on sales today. If you use a combination here, I think you need to make a judgment about what proportion of time if you want to get an indication of what's happening in the sales area. I'm not sure you shouldn't put your packing operations through much the same analysis as you do with sales.

Q. ARE YOU USING AVERAGE UNITS OVER A 52 YEAR-WEEK BASIS? A. Roadside marketing is a seasonal business so, as far as these ratios are concerned, I'm lopping off the high and low points. You know, sometimes when you get into the off-season your labor factor really bounces up and there really isn't much you can do about it; you hope to make it up in the busy season. SO, YOU ARE SAYING THIS IS AVERAGE? It is pretty much an average. These figures may not be valid for you or for your operation. But, I'm saying that you should develop information like this for your operation. Standard for product productivity--well, a very simple one here, inventory turns. Again, same sales, $6600. Then you have a $3300 inventory, that's two turns per week. I'm not saying this is right for you, and you may not want to take inventory Maybe this would be a monthly figure, or quarterly figure. But, you'd better have some kind of an indication of what it is because this is going to be a major factor in determining how much money, how many dollars you are really making. This is really important. I think I see too many items sitting on these roadside market's shelves

that have been there too long; they are making a nice margin (50% margin on sales or mark-up of 100%), but I wonder how much money you are making, how many dollars profit you are making if they sit there?

Q. WHAT DO YOU MEAN BY TWO TURNS A WEEK? A. Take your average inventory, and divide it into your weekly sales. You ought to have some idea of how often this inventory is turning and what problems you are running into, because inventory does not turn often enough. You will get into this more and more as you buy and resell more products.

Q. Out of curiosity, I know you are acquainted with supermarket operation. WHAT IS A TYPICAL, WELL-MANAGED SUPERMARKET PRODUCE DEPARTMENT; HOW MANY TURNS A YEAR DO THEY GET IN THE PRODUCE DEPARTMENT ON AN AVERAGE AND HOW MANY TURNS DO THEY GET OUT OF GROCERIES? A. Good questions. The supermarkets will turn produce 100 turns a year. It depends on the individual situation, but this is a guide. In groceries, it's 12 to 15. That pulls their average down, doesn't it? There are 20 to 21 total turns on their operation today, per year.

Q. WHAT KIND OF A GUIDE CAN YOU GIVE US FOR TURNS PER YEAR FOR SUCH THINGS AS JELLIES, I.E., THAT KIND OF PRODUCT SHOULD HAVE SUCH AND SUCH A MARGIN VERSUS PRODUCE PER TWO TURNS PER WEEK. A. You should make the most margin on the slowest items. So, if you turn the thing once a year, you ought to be doubling your price on it. In produce, it is a little stickier because we have shrink entering in. I don't know what is a decent margin for you, but I think we'd better be aiming for a 30% actual margin. We may have to plan 40% to get 30%, I don't know--it depends on the operation. Again, this will be lower than most supermarkets are aiming for today, but higher than most of them are actually getting.

OK, better management--are you all ready?

GLENN MADDY: Thank you, Ed. I'm sure that, with your help, we all will soon be ready! Our next guest is Dr. John Moore, Extension Economist in Farm Management with the Cooperative Extension Service here at The Ohio State University. He will speak to you about passing property on to following generations and also types of organization for effective business operation. Let's welcome John Moore.

"TYPES OF BUSINESS ORGANIZATION FOR EFFECTIVE OPERATION AND FOR PASSING PROPERTY TO THE NEXT GENERATION"

John E. Moore
Extension Economist, Farm Management
The Ohio State University

No person plans to fail, but we can fail because we never take the time to plan. This is so true in the area of estate planning. The sad part is that we are not here when the crisis hits our family. It seems only sensible then to have your property distributed according to your wishes. Your attorney should be your key consultant in your team of advisors.

In the absence of conscious planning by a farm owner, his plan is already made by probate law; thus, there is no such thing as "no plan." A plan will be set in motion at death by the Law of Descent and Distribution of Ohio, even if you take no action.

Estate planning, in simplest terms, is the planning of the acquisition and the distribution of one's property to best provide for the protection of your family. The decision to take out life insurance, to purchase an annuity, to buy land, to send a child to college is as much estate planning as is making a will or planning for property transfer.

Young farm couples--and those with smaller estates--may actually have a greater need for estate planning. They generally are least able to afford a break-up of property interest among heirs, the complications of property ownership by minors under the supervision of the courts. Young couples with minor children should make "wills" if for no other reason than to provide guardianship of their children in the event both parents die in a common accident. But, more common is the need for a "will" to give the remaining spouse the control of resources, so the family can be raised with the least cost and involvement of the courts.

Objectives in estate planning vary from family to family due to differences in assets, number of children, etc. Some common objectives may be: 1) To provide income security for parents for their lifetime; 2) To maximize total family satisfaction; 3) To reduce estate taxes and other settlement costs; 4) To provide for all children, not necessarily equally, but according to their contribution to the welfare of parents and to the growth of the estate. There are many other common objectives that could be listed, but it is very important that a family spend time delineating the objectives they want to accomplish before approaching the attorney for help.

Most property owners in Ohio will pay state estate taxes at death, but many will not pay federal estate taxes with the present exemptions, especially when the first spouse passes away.

Ohio Taxes

Ohio estate taxes are graduated from two percent on the first $40,000 taxable estate to the maximum rate of seven percent on estates over $500,000. Exemptions include $5,000 per estate plus $20,000 for remaining spouse, $7,000 each for minor children and $3,000 each for adult children. These are exemptions providing these values or more are being received by these heirs. For example: a widow with no children would only have the $5,000 exemption and she would be taxed at two percent on the first $40,000 net taxable estate and the next $60,000 would be taxed at three percent, next $100,000 at four percent, next $100,000 at five percent, next $200,000 at six percent, and all over $500,000 at seven percent.

Federal Taxes

The federal estate tax is levied at death on all property owned in the U.S. The major items included in the federal gross estate are as follows: 1) All property in which the decedent, at death, owned a fractional or entire interest (except real property outside the United States); 2) Insurance on the life of the decedent payable to his estate; 3) Insurance on the life of the decedent payable to other beneficiaries if the decedent had any rights of ownership in the policy; 4) Property "given away" by the decedent during his lifetime in which he kept a life estate for himself--for example, gave a deed with the reservation of a life estate, or property "given away" by means of a deed-in-escrow to be delivered after his death; 5) The full value of property owned in joint tenancy less any portion that did not originate, directly or indirectly, with the decedent; and 6) Gifts made within three years prior to the decedent's death if made in contemplation of death.

Deductions include the following: 1) Debts, funeral expenses, costs of administering the estate and losses from fire, storm and other casualty or theft during the settlement of the estate; 2) The amount of money or property left to charitable, religious and educational organizations; and 3) The amount of money or property passing without reservation to a surviving spouse--but this deduction cannot be more than 50% of the adjusted gross estate (gross estate less the deductions listed in item 1 above), even though more than one-half actually goes to the spouse. This is the "marital deduction" which permits a person to leave roughly half of his estate to his spouse free of tax.

An exemption of $60,000 is allowed to all estates. This means that the first $60,000 after all deductions are subtracted, passes free of tax. Thus, if a person had an adjusted gross estate of $120,000 and left at least half of it outright to his wife, there would be no tax because the marital deduction would reduce the taxable estate to $60,000 and the estate exemption would offset that amount.

Exemption from federal estate tax of one-half of taxable estate (marital deduction) is available only if the decedent has left 50% or more of the estate to remaining spouse. This is available only between husband and wife.

The gross estate reduced by deductions and exemptions would be taxed as shown in the following table:

FEDERAL ESTATE TAX RATES ON DIFFERENT SIZES OF TAXABLE ESTATES, 1960[a]

Taxable Estate		Amount of Tax
$ Not over	$ 5,000	3% of the taxable estate
5,000 to	10,000	$ 150 plus 7% of excess over $ 5,000
10,000 to	20,000	500 plus 11% of excess over 10,000
20,000 to	30,000	1,600 plus 14% of excess over 20,000
30,000 to	40,000	3,000 plus 18% of excess over 30,000
40,000 to	50,000	4,800 plus 22% of excess over 40,000
50,000 to	60,000	7,000 plus 25% of excess over 50,000
60,000 to	100,000	9,500 plus 28% of excess over 60,000
100,000 to	250,000	20,700 plus 30% of excess over 100,000
250,000 to	500,000	65,700 plus 32% of excess over 250,000

[a]Credits for state inheritance or estate taxes are not shown.

The major federal tax impact generally falls when the second spouse passes away. For example, the man passes away and his net taxable federal estate was $200,000. This is after all deductions, but before exemptions. His "will" gave it all to his wife, so he has $100,000 marital deduction and $60,000 individual exemption, thus a tax on $40,000 or $4,800 tax. It all is in his wife's name, assuming she has a net taxable estate of $200,000. She only has the $60,000 exemption, thus a tax on $140,000 or federal tax of $32,700.

The two other major settlement costs besides the Ohio and federal taxes are administrator or executor fees which are set by state statute and range from six percent down to two percent, and legal fees which are determined by the county bar association in each county of Ohio and range from ten percent to three percent. These fees are higher for smaller estates percentagewise and lower as the net taxable estates get larger. An individual with $250,000 net taxable estate would have nearly a 40% shrinkage take place as a result of the four settlement costs.

There is only one way to reduce settlement cost and that is to not have control of all the assets. Thus, gift taxes become an alternative as estates become larger. Gift programs must be underway three years or longer before death or the value of the gifts are considered in the estate for tax purposes. It is difficult for the legal advisor to prove the gifts were not made in contemplation of death unless death was a result of an accident. So, you can't wait until you are on your death bed to make a gift hoping to lower your estate settlement costs. Considerable amounts can be given away without gift tax if a person starts in time. Each person can give tax free $30,000 once in a lifetime, plus $3,000 annually to each beneficiary. No limit to the number of beneficiaries. The husband and wife together could give $60,000 as

a lifetime gift plus $6,000 to each beneficiary annually. Gift taxes start beyond the above mentioned exemptions at the rate of 2.25% of the first $5,000 and graduates to 22.5% on the excess over $100,000. Gift taxes are never more than 71% as much as federal estate taxes.

The true test of an estate plan is not how large will my estate be, but how much of my estate will be left for family enjoyment.

There are many different ways or methods to use in transferring property in an estate plan. Your lawyer, insurance man, accountant, trust officer and other professionals can help advise you. The "will" is the basic instrument, sale and gift combination, trusts, partnership, incorporation, annuities, and joint ownership for smaller estates are some of the main methods used.

Among other things to keep in mind is the adjusted cost basis of the property in the hands of the recipient. The adjusted cost basis of the property in the hands of the owner is the owner's cost plus value of improvements made minus depreciation taken. If the owner sells the property he has to pay capital gain taxes on the value between adjusted cost bases and the selling price. The selling price is the new cost basis for the recipient or new owner.

The cost basis of property received by a gift is the adjusted cost basis the property had in the hands of the giver. The recipient has the giver's old cost basis, but if the value of the gift is above gift exemptions, the giver has to pay gift taxes based on the present market value of the gift.

The adjusted cost basis of property received in an estate settlement is the appraised value of the property in the estate.

So, if a person had two similar farms, one he purchased in the last few years and had an adjusted cost basis of $500 per acre and the second farm of similar productivity and building value was received by gift twenty years ago with an adjusted cost basis of $50 per acre, which one would you move to minimize gift, capital gains tax, estate taxes for you and the heirs if one was to be passed on to the children now? The gift taxes are levied on the present market value. The estate taxes would be the same for either farm because estate taxes are based on present market value or appraised price in the estate. But, the difference would be which one would the most capital gains take be paid on over time in case the recipient sold the farm. To minimize taxes for the total family over time, assuming both farms were similar, you would give the farm with the higher present adjusted cost basis and let the low cost basis property transfer when the estate is settled. The recipient would have a cost basis of $500 per acre instead of $50 on the one farm and when the $50 per acre farm passed through the estate the cost basis would be raised to $500 or more due to the current appraised price.

In general, if parents are ready to start lowering their current estate by gifts, the chattels and other property other than real estate is given first. They are more divisible. Then, the real estate can be sold over a period of years to one or more

heirs and the portion of the principle and interest on the unpaid balance received by the parents can be used to live on and travel or can be given away. Parents would have to pay capital gain tax on the principle payment and the interest payment would be ordinary income. A partnership lends itself as a method for transfer of property, incorporation has value from this angle as well as a trust might work in some cases. Joint ownership may want to be considered especially with the smaller estates.

Each situation is different and once your plan is fully implemented, care should be taken to keep the plan up to date. Your wealth position may change. Even the law might change. Plans should be reviewed every two to five years, perhaps oftener if need for change is clear.

Remember, settlement of an estate, regardless of its size, requires cash. Lack of planning may mean inadequate cash funds to meet obligations and then property has to be sold which adds considerably to the cost of a settlement.

GLENN MADDY: One of the important areas in a farm market is keeping labor, so the panel is going to discuss how to keep your labor productive in a market operation. Our moderator, Dr. Bernard Erven (a resident on the staff at OSU) is going to introduce the individual panelists and have them tell something about their own market operation I personally think the future of agriculture is going to be in management of labor and management of capital. It used to be that the farmer who got ahead was the guy who went out to pick the peaches, plums, and strawberries earliest in the morning, pulled sweet corn half the night, and got out there again first thing the next morning. This isn't going to be so in the future--its going to be the fellow who can manage labor and capital. With that, we'll turn it over to Dr. Erven.

PANEL: "HOW TO KEEP YOUR LABOR PRODUCTIVE IN MARKET OPERATION"

Moderator: Bernard L. Erven
Department of Agricultural Economics and Rural Sociology
The Ohio State University

Panel Members: William Eyssen, Mapleside Farms, Brunswick, Ohio
William Foard, Valley View Farms Country Store, Cockeysville, Maryland
Robert Hodge, Highland Orchards, West Chester, Pennsylvania
William Penton, Penton's Country Market, Lorain, Ohio
Leslie Rothman, Hidden Valley Farms, Lebanon, Ohio

DR. ERVEN: Let me briefly explain how we are going to handle this panel. We have five excellent panel members and the basic approach we are going to use is to have them tell you a little bit about their operation, specifically what they are doing in the labor area, and then we'll open this up for a general question period. We have asked the panel members to tell you enough background to give you the feel of their operation, including the months they are open during the year, hours, this kind of thing; their product line; and move into their labor situation, number of year-round workers, number of seasonal workers, part-time; and we are particularly interested in their training program, what they are doing in this area with new employees and methods they are using for getting labor efficiency. I think this will give you a basis for asking questions for your own particular operation. Our first panel member is Mr. William Eyssen from Mapleside Farms in Brunswick, Ohio.

BILL EYSSEN: Mapleside Farms has 100 acres and, actually, we are divided into four areas: production, apple house (where we sell all of our produce from the farm), cheese house and flower house. We have around 12,000 sq. ft. in our stores, which represents about $250,000 in investment. Of course, what we try to do is departmentalize. In other words, we have responsible people in charge of each area.

Our harvest season hours are from 9:30 a.m. to 9:00 p.m., and we are closed on Mondays. We feel that, if we can't do it in six days and six nights, we'd better quit. We love that seventh day (Monday) so we can get a little closer to our family. Since we have six children, it is pretty important to do that. During the winter season we are open from 9:30 a.m. to 6:00 p.m., and on Friday nights we are open

until 9:00 p.m. Again, in winter, we are closed Mondays. Some of the main products that you might find in our farm store are apples, cider, various vegetables (in the summer time), cheese, flowers (we are an FTD florist) and gifts.

The customer comes first in our store. But, actually, when you get right down to it, we wouldn't be here today if we didn't have some very fine employees behind the scenes getting the job done. In other words, you are only as good as the employees you have. Be sure you get good ones--pay them well and expect a lot from them. We like to include them as part of our Mapleside family, and we do this in verious ways. We get a little closer to their families by inviting them to a picnic at Cedar Point; also, at Christmas time, we have our annual Christmas party and we get to know the other members of the family a little bit better.

As far as the type of people that we have and the number that we have--we employ about 60 during the harvest season. This includes the store operation, as well as the picking operation. We have about 20-35 employees, part-time and full-time, during the off-season (the season when we are not in the harvest area). We use a lot of college kids. We use them at Christmas time to make fruit baskets, we use some of them during the harvest season, and we use them during the off-season, too.

Right now we spend about 17% of our sales for employee labor--that includes ourselves, incidentally, because we are incorporated and we have our own salary in this. Now, 17% means not only for sales, but also the production on the farm.

As for training employees--we tell them it is their responsibility to do various things. We walk them through a lot of our operation. If a girl comes to work for us in the flower house, we take her to the cheese and apple house operations. We feel that good training and knowledge of the farm is important. We want them to know whether the Delicious will be ready on October 1. We want them to know in the flower house what we are doing in the apple house. So, good communications is important in any operation.

Quality in all areas is important. Not only do we train the pickers to handle the apples carefully, we also impress upon the flower house girls to be proud of every arrangement that goes out--that dozen roses should reflect Mapleside. This is important in the cheese house, also--if it doesn't look good, don't sell it but get rid of it. (You might loose a little money in this area, but people will come back knowing you have a good quality product.) This responsibility to do management work and to help each area falls on our shoulders, but the person who is in charge of each department has a responsibility for other people, too.

We like to compliment people a lot. If our employees do a good job, we want them to know this so that they have pride in their work. We suggest a few changes, give them a few ideas, and let them take the ball and run with it. In other words, there is a lot of freedom in our program. We also use distributive education students--we have students in their senior year of high school that will give us four or five hours a day. We grade them and they really have to be on the ball; we discuss a lot of their problems with the coordinator. We find this works out very well, particularly in the cheese house and the flower area.

One of the benefits that our employees have is the fact that we still have that coffee pot going all day long. This doesn't present too much of a problem, because if you are in the apple house or cheese house you can have a cup of coffee while you are working. They aren't sitting down and drinking it, but they are kind of sipping it as they work. Also, if employees buy something in the store, we allow them a 20% discount.

In our newsletter of things that are going on at the farm, we mention our employees quite a lot, whether it be Dick in the apple house who is going to OSU in March or Donna in the flower house who is expecting relatives from Pennsylvania for Christmas. Various customers get to know our employees and, if we aren't there, they usually call them by name; so we have this personal touch. Also, after they are there a year, we have a profit sharing program. This picks up a lot of momentum throughout the year and we find that this is a good way to keep our employees. These are a few of the benefits that we have. I think I have covered most of the areas.

DR. ERVEN: OK, let's move immediately to our next panel member. Mr. William Foard from Valley View Farms Country Store in Cockeysville, Maryland.

BILL FOARD: It is a pleasure to be here at the 13th Annual Roadside Marketing Conference. I was lucky enough to attend the first two, and then opened a business on Friday, the 13th of April, 1962. That operation is located 17 miles north of Baltimor in Cockeysville, Maryland. Last year we started winter hours. We are open seven days a week every day of the year except Christmas Day. We thought we were over-working ourselves a little bit, so winter hours this year are 9 to 6 p.m. (January and February), and 7 to 9 p.m. the rest of the year. Our major departments are my brother and I. My major departments are produce, flower shop, garden shop, nursery, arts and crafts and deli (carry-out sandwiches and submarines, plus the carry-out hot pies).

Our store, at the present time, has 26 full-time employees (right this minute I'm on vacation). So, we write 26 paychecks for 26 people. In another three months, we'll have 100 part-time high school or college people and about 80% of them will be girls. We're getting a lot better work and it is not physical--we get a lot better production out of girls. In 1962 we spent $7,000 on store labor; in 1972, we spent $237,000 (that is management and everything). That is 15.27% of our gross, which I'm happy with.

We are very strict with both our part-time employees and full-time employees. Primarily, the younger ones are interviewed by my brother and are rated, then he makes up his mind whether he is going to hire them. After they are hired they are oriented about the total store (who owns it, how you do this, how you do that) for four hours. Absolutely, before they ever see a customer; and then they are oriented for four hours in their department. If it is the cash register department, they go to a cash register training session and learn that. It could be produce, garden goods,

nursery--whatever they are in, they have to have four hours. Some of them get 30-40 hours--our nursery people get that much.

We have a set of rules that all our people must read after they are oriented. (see pages 51-54). Then, they have to go to our office and sign a master copy that says, "My name is John Williams and I read and understand the rules of Valley View Farms." To give you a quick idea of the mode of these things--"General Rules for Employees"--read it. They don't have any excuses.

All right, on training and orienting, we always do it in groups--if we can do it with 15 at a clip, we are better off because they had heard what one person said and all 15 of them knows it is that way. They can keep check and balances on each other. Another way we like to think we are efficient with our labor is by having each manager or department head fill out a sheet (at the end of every day or soon thereafte of how many hours each person under him worked and in what department. A normal kid could have--say, produce, cider, maybe Christmas trees, general (which would be the parking lot he cleaned up that night or the rest rooms or something). Then each supervisor is responsible for putting down--say, produce-6 hours; Christmas trees-2 hours; and general-1 hour. When we are busy, we have 125-130 of these labor records come in. They are all torn apart, and the salary and hours per week are divided out so that each department gets nailed with so much of the gross pay of that fellow. Then, all these are thrown in a pile and a girl adds up all produce, all garden shops, ets; this has to be done by Tuesday night. Wednesday morning at 7 a.m. my brother, myself and three managers sit down with these figures in front of us. We see that produce last week did $10,000--labor in produce was $1,500 so labor cost was 15% and we check this off against the figures from last year. (This is all prepared for us by one of our managers.) We say, "Look, we are worse than last year, or better. If we are better, who could we have cut out last week?"

Never condemn a man until you walk a mile in his shoes; you have just walked a couple hundred feet in mine. I can stay this afternoon until, say, 5:15 or 5:30, and I'd be delighted to talk to anyone, so you can really see how crazy we are.

DR. ERVEN: I'm sure that generated some questions. Our next speaker is Mr. Robert Hodge from Highland Orchards in West Chester, Pennsylvania.

BOB HODGE: I had my wife write down what I was supposed to say here because labor is one of my sore subjects. We have a corporation and my wife does all the work; I kind of keep tabs on what she is doing. We are open all year except for four days--New Years Day, Easter, Thanksgiving and Christmas. From June to November 1 we are open Monday through Saturday, 9 a.m. to 8 p.m.; Sundays, 12 to 6 p.m. In the winter months, starting in November, we are open 9 a.m. to 6 p.m.; 12 to 5 p.m. on Sundays. Major products are strawberries, apples and peaches--you might be interested that 25% of our retail sales is strawberries and we have really not been in strawberries that long.

VALLEY VIEW FARMS

COUNTRY STORE
COCKEYSVILLE, MARYLAND

GENERAL RULES FOR EMPLOYEES

Your employment at Valley View Farms Country Store reflects the store management's confidence in your abilities. The following General Rules have been established to improve your benefit to the business as well as to make your working hours productive and enjoyable.

1. Each Employee is employed by Valley View Farms to help the business make a profit. If an employee finds that he is not engaged in productive work, he will report to his supervisor for assignment of a task, or, if this is not practical, he will find work that is productive to the store.

2. Pay Period - The pay period for all employees runs from Sunday midnight through Sunday midnight. Pay for this period will be mailed the following Saturday. All pay will be mailed and no monies will be advanced against pay.

3. Working Permits and Social Security Numbers.

a. All full time and part time employees must have a Social Security number on file in the office on their completed personnel card.

b. All employees under eighteen years of age must have a working permit on file in the office prior to beginning work at Valley View Farms.

4. Time Cards - Time cards are the property of the store. Previous weeks' cards may be seen by contacting the secretary. Absolutely no changes or corrections will be made on the time card by the employee. If the time cards are in error, changes or corrections will be made only by the personnel manager, department head, or the secretary.

5. Reporting to Work - Prior to punching in on time clock, each employee will:

a. Read the employee bulletin board.
b. Have an apron on.
c. Have a ballpoint pen and a grease pencil.
d. Report to the personnel manager or department head.
e. Be told to "punch-in" by the personnel manager or department head.

No part-time employee will punch-in until told to do so.

6. Departing Work - Prior to departing work, each employee will:

a. Report to Personnel Manager or department head to be told to "punch-out."
b. Place dirty cloth aprons in apron bag, discard plastic aprons in trash containers.
c. Punch-out.
d. Have all packages checked at Register #1 by the cashier.

e. Depart the store through the store exit on north side of building.

f. Do not loiter at the store after punching out.

7. Dress - All employees will dress in a neat and clean manner appropriate for meeting the public and for weather conditions prevailing at the time. Haircuts must be short and neat, and must meet the approval of the Valley View Farms' management. Bermuda shorts are permitted during warm weather but must be neat and clean and not "cut-offs." Shoes and socks will be worn at all times.

8. Salesmanship - The basic rule of good salesmanship is to make the customer happy, as happy people spend well. At Valley View Farms, our customers expect all employees to be friendly and courteous. The following points will aid your salesmanship and handling of customers:

a. Greet each customer with a friendly greeting and smile as though each customer was your best friend.

b. Treat each customer as though he were the best and only customer of the day.

c. Anticipate each customer's question and be ready with the proper answer.

d. Answer questions to the best of your ability without getting into a long, involved answer. If you do not know the answer, get the answer from your supervisor.

e. Do not be abrupt with customers.

f. Do not attempt to imitate other employee's manner of talking with customers. It is more important to be yourself.

g. Smile and be friendly. The impression you make upon the customer is the impression the customer will have of Valley View Farms.

9. Phone Answering

a. If you answer a phone at Valley View, you must say, "Good Morning (or afternoon, or evening), Valley View Farms, may I help you please?"

b. Answer questions to the best of your ability. Do not, however, give out possibly false information by guessing at an answer. If you cannot help the customer, say, "Just a moment please, I will get someone who can help you." Refer the call to the person who can most logically answer the question.

10. Use of Telephone

a. Employees are not to use the business phone at any time for personal reasons. Employees wishing to make a personal call must use the pay phone, and be "punched out" on the time clock.

b. The business phone intercom system is the fastest means of locating someone in the Valley View Farms complex. It will be used whenever possible.

11. Use of Vehicles

a. No one will operate the vehicles of Valley View Farms without having a valid Maryland Driver's license.

b. No one will operate the vehicles of Valley View Farms unless their name appears on the current list of vehicle operators posted on the employee bulletin board.

12. Use of Tools, Equipment and Supplies

a. Treat all equipment, tools, and supplies as if they were borrowed and you had to keep them in top condition.

b. Clean tools after use.

c. Replace all tools to proper place after use. If you see something out of place and not in use, return it to its proper place.

d. Do not waste supplies, i.e. paper bags, plastic bags, soap, towels, aprons, etc.

13. Cleanliness of Store and Merchandise - Employees will make every effort to see that the store, the merchandise, and the grounds around the store are in a neat and clean order. If you see something out of place or in need of cleaning, correct the situation immediately without waiting to be told to do so.

14. Dinner Breaks

a. Employees are not to eat lunch, dinner, or take breaks unless told to do so by their supervisor or the personnel manager

b. All employees will be "punched-out" when on lunch or dinner breaks. When you are told to take your meal break, you will "punch-out" at once. If you are ordering your meal from the Valley View Delicatessen, "punch-out" first, and then wait for your order to be prepared.

c. No one will prepare their own lunches in the store. All lunch orders will be placed from in front of the delicatessen counter as done by customers.

d. All employees except those listed below must pay for all items in the food and snack line. The person operating the cash register in the delicatessen is responsible for seeing that the proper price is paid by the employees. The receipts for all food purchases to be consumed on the premises will be carried by the employee for the duration of the day's work. Exceptions to this rule are the Foards and their immediate families, and full-time employees Annie Howard, John Peabody, Ruth Pearce, David Rusk, Lettie Sheeler, Bob Supik, Ken Ruhl, and Jim Benner.

e. Thirty minutes is considered sufficient for lunch and dinner breaks. Any exceptions must be okayed in advance by your department head or the personnel manager.

15. Purchases by Employees

a. Discounts

1. Part-time employees of three months or more will be entitled to a twenty percent discount only on items rung on the gift key.

2. Full-time employees of three months or more will be entitled to a twenty percent discount only on items rung on the gift key.

3. The following personnel will receive a twenty percent discount on all items sold at Valley View Farms except those rung on the "delicatessen" key of the register: Annie Howard, John Peabody, Ruth Pearce, David Rusk, Lettie Sheeler, Bob Supik, Ken Ruhl, and Jim Benner. The "delicatessen" key items will be circled on the receipt tape, the receipt will be signed by the employee, and placed in the register. The discount will be accounted in the office and the bill charged to the employee.

4. Discounts do not apply to items on 1/2 price sale.

b. Purchases

1. Purchases will be made only at the time of your departure from work, unless item is to be consumed on the premises, and will be checked out at Register #1.

2. Purchases will not be charged by employees unless employees concerned are those in section 15-a-3 above.

3. Purchases will be put in bags, and the bags stapled shut. The receipt will be stapled on the bag.

16. Off-Limit Areas - The following areas are off-limits to employees unless the employee is told to work in that area:

a. Behind the meat cases in the delicatessen.

b. In the office, unless there on official business.

c. Any of the storage areas or trailers.

17. Employees will not consume alcoholic beverages on the premises of Valley View Farms Country Store.

18. Employees and their friends, will not loiter in the store or store property nor disturb other employees who are working.

19. All Employees when completing work for the day, will leave the building through the doors on the north side of building.

20. Parking - locations for employee's cars will be posted on the bulletin board and must be followed.

21. Employees must understand and follow these rules as a condition of their employment. Employees will acknowledge this by signing the master rule copy in the office at time of their employment.

22. Cash Register Operation procedures will be found in a supplement to these rules, and must be followed by all cash register personnel. This supplement includes the following information:

a. Operating the cash register machine.
b. Handling the customer.
c. Prices of merchandise.
d. Cash register key categories.
e. Receiving money and making change.
f. Check cashing policy.
g. Charges.
h. Overrings.
i. Paid outs.
j. Bagging merchandise.
k. Responsibilities of cash register personnel.
l. Typical checkout.

Thirty-four percent of our items are purchased items. We make donuts, bake pies, sell preserves, handle citrus fruits and Christmas trees. We do grow some of our own trees and we have a pick-your-own operation on strawberries, apples, peaches, Christmas trees and cherries. We have a wholesale business which primarily involves sales to stores, but we do handle our sales directly to these stores through our roadside market.

None of the delivery personnel or the grading labor (as far as our packing shed is involved) are included in the labor figures I am going to give you. This may influence some of our labor costs. It is so hard for us to get help that when we get someone we work them. We work a 50 hour week, that is our full-time employees do. I'm not saying that this is right, but that is what we do. January, February and March we can get by with two people at our roadside market. But, we have 25 additional employees during those three months on our farm. April, May and June we have three at the market; in April, 4; in May, 7; and in June, 5. In July, August and September we go back to 7; and in October, November and December, we go down to 5.

Our peak month is strawberry season when the farm has well over 40 working people. Our average dollar sales per hour worked are $17.56. January to July, average dollar sales per hour worked are $15.71; July to December, $19.41. At $2.25 an hour our labor cost is about 13% of sales. Now, this includes management, what little there is of it. Interesting thing to us is that in January and February we do 1.8% of our total yearly sales of retail dollars; in March 2.3%; April 2.1%; May, 4.2%; June jumps to 28.3%; July, 8.6% (there is a big drop there); August, 12.6%; September, 11%; October, 14.3%; November, 6% and December, 6.4%. Now, I don't expect you to try to remember the figures, but this will give you a pretty rough idea of where our business is in which month. It makes it difficult to schedule our employee's work, however we don't hesitate to have them paint milk cans or clean windows or scrub the floor.

DR. ERVEN: OK, we'll keep right on moving. Our next panel member is Mr. William Penton from Penton's Country Market in Lorain, Ohio.

BILL PENTON: We have a general kind of market operation in northern Ohio, about 35 miles west of Cleveland. We do in the neighborhood of a quarter of a million dollars worth of business a year. We started out as a farm, but evolved into a general store and today we look at it as a marketing area. We've got customers that come when we open in the middle of March to the end of December. We are very pleased with our marketing mix because these people are coming regularly and they are buying. We have a complete line of produce, processed meats and cheeses, Amish breads and whatever else we find that will complement our sales operation. We hire somewhere between 10 and 20 people. Our operation is nothing fabulous, but my wife and I make a good living and we are very pleased with it--it is all ours.

We accept the fact that the labor pool we have to work with is what is left over in the labor market. I think, generally speaking of farming in general and roadside marketing in particular, this is usually the case. The prime labor (we consider it to be male or female from 20 to 50, just as a rule of thumb) goes out at a prime rate--$4, $5, $6, $7, $8 an hour. That is out of our reach. Therefore, we are obliged to work with, say, older people (retirees) or young high school or college age groups. So, if you make up your mind that this is the type of personnel you are working with, I think you can do really well, and by and large we have succeeded admirably with this labor group. Now, undoubtedly, you have some of this so-called prime labor in your organization, but I would venture a guess that it makes up a minimum of your staff.

Since we are working on a low labor rate scale, which I would say is roughly between $1.50 and $2.50 an hour, we have to work on some angle other than money. I emphasize this to my employees--"You are not going to get rich working for us, but we aim to make ours a humane organization so you'll enjoy the working conditions and find kind of a home with us. We're normal human beings and we have problems like you do, and you can come to us and talk to us anytime." This is the angle on which we pitch most of our, well what should I say, instructions or guidelines to our employees. And, frankly, it has worked out well.

We also have a picnic in the summertime, strictly an informal family type gathering--I think we had all of our help plus their families (40 or 50 people) last summer. My wife took it upon herself to prepare the picnic. It was a tremendously big job, but they did appreciate it. At Christmas we have a Christmas party. The party itself is rather unique because I have everyone stand and introduce themselves and make any remarks that they wish to. Incidentally, that is the only time they really get to sound off, so if they don't take advantage of it it is their own fault. The point is, we get a feeling of a family unity and, as I say, I think this is really our only salvation. You have to appeal to them on this basis; you're never going to appeal to anybody on the minimum wage level, because they're not that foolish.

I have a couple other quirks that enter into this. For one thing, I have a rather unusual hobby--I run. I'm a professional runner. I run eight to ten miles every morning, between 5 a.m. and 6 a.m. and yes, I did it this morning and it was 15^{o} above zero. I started to run for some reason completely unrelated to labor situation, so you wonder what this is leading up to, right? I used it to my advantage In what way? This way--we have a lot of young boys (here I disagree with Bill Foard, we hire mostly boys) because we have both a farm and a sales organization and I find that it is very neat to shift labor between the farm and the market depending on where the needs are. Of course, you can't do that with girls. (I have also found that the girls are very moody. Boys, although they may be moody, don't express it quite so openly as girls. Girls may go for two days and not say anything! And that kinda' gets me!) So, by and large, I find that boys work out very well and they are excellent sales help; really, we have no qualms at all about hiring high school or college age boys--no problem.

Now, back to the running bit. Youngsters have to be shown, you know; they think they are supreme, at this young tender age. Well, when the old man comes in and says, "OK, you smart guys, if you want to challenge me, let's go out and run a few miles." I usually get them out there and, after about a half mile, they have had it. Well, the old man keeps going until he is way out of sight and they don't see him any more. You kind of get the idea there? It is a little bit of psychology, but it works. I don't get any more static out of them after that. If they've got something they feel they know better about than I do, well OK, we talk it over; but I show them the light and they accept that. That's a little unusual, I agree. You probably won't do it, but it works for me.

One more little quirk in my nature and that is I think our society is on an affluent binge and that grabs me. Everybody has to have new cars, new houses, new everything; and if you ever come into my place and I start in on you, you'll be there for hours on this thing. Well, I make a deliberate effort in my personal life to live in the other direction. Now, you may feel sorry for my long suffering wife, but she tolerates it and she figures if that's the only bad habit I've got, she can live with it. Which is to say that I live in an old house and I drive an old car and I live my life right on down the line. I do this primarily for my own set of values. This is the way I feel and I am making an effort to instill this in my children--the sense of values that we got during the '30's when we had nothing. So, I am making a deliberate effort to live this way. This is queer, I admit, and maybe you think I am nuts; but these are my feelings and my sentiments and this is the way I live.

But, I use this also to an advantage with my employees. Get the idea? I don't try to overpower them with my so-called affluency. They all drive better cars than I do; they all live in better houses than I do. So, how can they come to me and say, "Hey, how come we aren't getting more--what's coming to us?" In other words, you just keep thinking and if you can work one thing against another, well and good.

I had a couple of notes here. First place, you have to establish rules and regulations and let employees know where they stand. Don't hedge, and if you've got problems you've got to get in there and root them out. I also project a kind of father/confessor image, especially to the young people, because they have a lot of problems. They've got more problems than anyone, so if you can get to them, they will talk to you. Then, you'll have their confidence and they will be that much more efficient as an employee. We've just had really good luck with this, by and large, so we don't argue with it.

Thank you.

DR. ERVEN: Our last panel participant, and I understand the one responsible for the idea of the panel on this topic, is Mr. Leslie Rothman from Hidden Valley Farms in Lebanon, Ohio.

LES ROTHMAN: Certainly, we have a unique little operation. We are very small and I think this is one advantage. A few years back we decided to stay small, and we are very satisfied with it. We can work closely with our help and we are there almost all the time. We don't try to be overbearing, but I suppose sometimes we are because we wonder why they don't catch the idea.

We are open at this season on Saturday and Sunday afternoons and 1 p.m. to 5 p.m. through the week (for sales or apple pick-ups). We have a terrific business on apple storage for people who have picked their own. By being open at 1 p.m. and 5 p.m., there is little interruption to the working day in waiting on these customers and any who want to buy apples. In June we go on a six and a half day per week basis, never on Sunday morning. We never open the market before 1 p.m. on Sunday. We have added a stop-and-go which opens a half hour ahead of the regular market and closes a half an hour after the market. Our employees have been very enthusiastic about this because they are unhappy when customers come at closing time and hold them there. With the stop-and-go outlet, we can shush the 50 to 100 people out of the door and leave it to take care of them.

We shoo customers out at 6 p.m. because we are all hungry, and one thing each worker gets for working on Sundays is a free meal and get-together. This is one thing that has been so important. These kids--kids anywhere from high school through college--will fight to work on Sunday afternoon. We also have a little "outing" for our salaried help. We first tried it about two years ago--we gave them an extra afternoon off every other week (Thursday afternoon in this case). It worked very well. The employees were certainly grateful for that extra time off to do things they couldn't do in the evenings, because most were working 10 hour days, six days a week. Employees also get three weeks of vacation, if they stay with us more than five years.

We are on the "TO Plan". It is a way for all of us to be assured of some retirement over and above social security, and it is a big help as an incentive for the employees. We also have a profit sharing program. At the end of the year we figure approximately how much we made and how much we want to spend as profit sharing. This year was one of the least we've had; it figured about 10¢ an hour. Last year it was almost 30¢, because we had a full peach crop. This is the third year we have had this, and it works very well. It even gets down to a kid that has worked very little, but good in the fall--he may get a half bushel of apples at Christmas time.

There are also hidden benefits. How many of your employees know that you pay social security? This isn't pennies. On a man who is earning $5,000 or $6,000, it amounts to $200 to $300, maybe $400 this year. These things the employee should know--that you are helping them with their social security in equal amounts. And, of course, there are also other hidden benefits that should be pointed out to the employees. Once a year we get our salaried employees together and work out any problems or find when they want to work, and this works out good because we really get to sit down with them. Although we are working with them all year, it is not like sitting down with them and talking dollars and cents. I think that's about all I have--keep them happy.

DR ERVEN: I certainly appreciate the cooperation of the panel members. We have 20 minutes left for questions. Let's move right into it; you may direct your question to any member of the panel.

Q. Mr. Eyssen, WHAT KIND OF PROFIT SHARING DO YOU HAVE FOR YOUR EMPLOYEES? A. It is a little bit like Les Rothman's--at the end of the year you figure if you've had a good year and then you put so much into it. Now, part of that profit sharing can be involved in an insurance policy which you have to buy, and the rest of it goes into their program. So, if you have a person with a fairly high salary, he gets a certain amount of percentage of that high salary into profit sharing. They have to be with us a year, must be 25-55 years old, to start profit sharing. Set up directors for the profit sharing and they determine the amount of money that they want to put into the profit sharing program at the end of the year. Our directors happen to be my wife, myself and my son. They don't really have to be part of the farm. WHY DO YOU LIMIT AGE? You are thinking of someone younger being in on this? We like the responsibility of a 25 year old; they are going to stay with you a little easier than a 20 year old.

Q. (Dr. Erven) IS THE AMOUNT OF PROFIT SHARING BASED ON NET PROFIT AT THE END OF THE YEAR? A. (Eyssen) Right, if you know you're going to have a good year. Our fiscal year ends the last of July, because we start the first of August and we go through our busy season then. It's just one of those things that we have set up. Then, we can only get into profit sharing one time during the year, which would be April.

Q. (Dr. Erven) WHAT ARE YOUR WAGES AS A PERCENT OF SALES, FOR THOSE WHO KNOW? A. (Eyssen) I mentioned 17%, but actually that 17% included the farm operation, too. When talking just about the market, we get down to 12%. A. (Foard) Our retail store only is 15.27%, and that includes everything--that works out of retail, management and all. Ours doesn't have farm sales, other than sales to our market, and it doesn't have any farm labor. A. (Hodge) I mentioned 13% for the market. We have 588 acres of farm and I did not include this.

Q. WHAT ABOUT WORKMEN'S COMPENSATION? A. It's a must when you have three or more, you've got to have it. The rate in Ohio depends on the occupation. Fruit growing has the highest rate, vegetable crops are next and marketing has only a $1.40 rate.

Q. DO THOSE OF YOU WHO HAVE DEPARTMENTALIZED ORGANIZATION STRUCTURES IN YOUR STORE HAVE AN INCENTIVE PLAN FOR YOUR MANAGERS OVER AND ABOVE THE BASIC SALARY? A. (Eyssen) No, every department has a manager and they will get a definite good bonus for this responsibility. It is not a definite percentage; you are not tied to a certain percentage or a certain amount. Everybody is in on that--managers, workers, etc., at the same rate. A. (Foard) I'd love to have a profit sharing plan, but we've never figured out how to do it. We pay our managers pretty good. We used to give away about $4,000 every Christmas when we couldn't afford it. Two years ago we gave it up. WHY DID YOU QUIT IT? It was reflecting nothing.

People were expecting to get $25 at Christmas and I saw it wasn't doing a thing except taking $4,000 out of our business at the end of the year when we had January and February to go through and we knew we weren't going to do anything but lose a lot of money. IT WASN'T APPRECIATED, IS THAT WHAT YOU'RE SAYING? No way in the world. If it were geared down to the productivity of the department it would work great. We tried it this summer in produce. In July and August we were going to give 20% of net profit to our people compared to the amount of payroll they got out of that department. We had a net loss, so there wasn't anything to share. WHEN THE BONUS STARTS BEING EXPECTED, IT STOPS BEING A BONUS. Absolutely.

Q. Mr. Eyssen, IF YOU PAY A BONUS, LET US SAY $500 ONE YEAR, AREN'T YOU STUCK WITH DOING IT EVERY YEAR? A. I think that if you have a bad year people are going to have to understand that they are not going to get that $500. They should know by then, and they won't expect it.

Q. DO YOUR PEOPLE KNOW WHAT YOUR PROFIT PICTURE IS WITH THIS PROFIT PLAN? A. (Eyssen) They don't know what the overhead profit plan is, but actually each person knows the amount of money we invested in their profit share--they have to by law. They don't know what the percentage of your picture is, though.

Q. WHAT DOES THE PANEL THINK OF INCENTIVE PROGRAMS (APART FROM PROFIT SHARING AND BONUSES) FOR PART-TIME EMPLOYEES? A. I think Bill Foard covered my sentiments. I think it is futile; I don't really believe that you would prove much. A. We found the bookkeeping just was prohibitive and the gain we got from it was just not worth the effort. A. I can guarantee you the bonus system doesn't work based on your profit. Our payroll is over $300,000 a year and we had to give bonuses up two or three years ago because they expect more every year. If you don't tell them how much you are making, they don't believe you if you've had a bad year. So, we just gave them all a little increase in salary, and then no more bonus.

Q. DOES PROFIT SHARING WORK WITH YOUR LOWER PAID FARM LABOR THAT HAVE BEEN WITH YOU MAYBE 10 TO 20 YEARS? DOES HE APPRECIATE THAT OVER GETTING THE CASH? A. If a kid that has only worked 200 hours gets a $20 bill plus a half bushel of apples at Christmas, you've got that kid knocking on your door next spring. This has worked until now, whether you are up or down. This year we had no peaches and I think all of them were shocked to get a cash bonus. They got a cash bonus over and above the profit sharing from the government.

Q. IN YOUR PRODUCE DEPARTMENT, MR. FOARD, YOU HAVE AN ASSISTANT PRODUCE MANAGER. WHAT DO YOU HAVE TO PAY SOMEONE LIKE THAT TO KEEP HIM? WE HAVE PROBLEMS. A. (Foard) Right now we don't have a produce manager, if it were up to my brother and I we'd throw a quarter of a million dollars produce business right out the window. It is not even worth it; this is my experience. All you people are probably making money out of produce. I say, right out of the store, permanently. That is my sentiment as a man who is supposed to be running an organization to make a profit the easiest way. We have cut-off produce entirely and I don't think we will put it back in until either asparagus or strawberries start,

which is a new one for us. We had a man that we made produce manager, who was earning $12,500 a year. He had a lot of added responsibility--he was in charge of our office. He has left us because there really wasn't any place for him and he wasn't a produce person. We have a boy now who isn't capable. He's making about $7,000, but I think to hire a good manager, you've got to start at $10,000.

Q. I WAS CURIOUS TO KNOW WHAT THESE PEOPLE CONSIDER TO BE AN HOURLY WAGE RATE NORM IN THEIR MARKETS FOR PART-TIME SUMMER HELP? WHAT DO YOU PEOPLE PAY IN THE EAST? A. Good high school boys, if they've been with you a couple years, up to $2.30 an hour. A. (Foard) If we get a good boy, we start at $1.60 and in two months they are leveled off at $2. Some of them are making $2.50, and there is time and a half after 40 hours. I am talking about the labor market within 17 miles of Baltimore. A. I said earlier that our average in the market is $2.25, but we start high school boys at $1.30 and we try to find them from our piece-work strawberry pickers. If we have a young boy that can really hustle and make some hourly equivalent on a piece-work basis, this is the kid that we put our finger on to help us by the hour the rest of the season. Apples are piece-work, but it is too late to do us any good then. This $1.30 is pretty low, but for some of them that's enough. A. We start at $1.75 for boys coming from high school, and when they get out of high school they can earn from $2.25 to $2.50.

Q. Mr. Hodge, HOW DO YOU GET THEM OUT AT 4 or 4:30 A.M.? A. Well, you've heard of the incentive program? We have a "decentive" program. We just fired two key employees from our roadside market. Had nothing to do with hours, but we feel that you just have to get moving to get the job done. Especially during the summer, we just think you have to work hard to get the job done and they pitch in and work. If it's a rainy day and they want some time off, they can take off--there is no problem.

Q. I'D LIKE TO ASK IF ANYONE HERE, BESIDES ME, HAS TO PAY UNEMPLOYMENT TAX IN THEIR STATE? A. We do. (Erven) He's from Pennsylvania, but we're talking about some real differences here. A. In Ohio, I told the guy that I was the only one who pays it, I think. (Erven) It is distinctly a farm and non-farm operation; agricultural workers and agricultural employers are not liabel under the Ohio law. There may be changes in the federal law, but as it stands now, if you have agri-cultural employees, it makes you an agricultural employer under Ohio law. WHAT IS AN AGRICULTURAL EMPLOYEE? (Erven) One who is working for an agricultural employer (one who is producing agricultural products).

(Dr. Erven) We're past our time for adjournment here; I think this has been a very interesting and productive session. Please join me in thanking the panel.

Afternoon Chairman, Seasonal Markets: TOM McNUTT, County Extension Agent, Agriculture, Franklin County; Columbus, Ohio.

PANEL: "ATTRACTING CUSTOMERS AND KEEPING THEM COMING BACK"

Moderator: Lois A. Simonds
Extension Economist, Marketing Information
The Ohio State University

Panel Members: James Lane, Orchard Lane Farm Market, Xenia, Ohio
Wilma Mohr, Mohr's On the Farm Market, Tipp City, Ohio
Leslie Rothman, Hidden Valley Farms, Lebanon, Ohio
Homer Weikel, Weikel's Farm Market, Middletown, Ohio

DR. SIMONDS: We are here in this room because all of you are interested in this business of attracting customers. When we are in the roadside market business, or any other business, we're in that business to sell our products and/or our services. And, you can't sell without a customer--you have to have a seller and a buyer in order to have a transaction. The thing we are concerned with today is how to get those customers to stop the first time and, more importantly, how to get them to make that return trip.

One of the best ways to learn to attract customers is to find out how others do it, others who are in the same business. So, we have asked four people who operate roadside markets to share with you some of their approaches of attracting customers. First, I'm going to let each of our panel members introduce themselves and tell us where their market is located and a bit about their operation. Let's start alphabetically, first is Mr. James Lane. Jim, would you like to tell us where your market is and a little about it?

JIM LANE: Thank you, Dr. Simonds. We are located near Xenia, Ohio, halfway between here and Cincinnati in the Dayton area. We are four miles out of town, about 10 miles from Springfield and 15 miles from the center of Dayton. In this area there are little more than a million people living within 15 miles of us. It is a very good agricultural and industrial area as well, so there is a potential of drawing a good clientele.

We are growers of apples, peaches, cherries, and grapes, primarily; we do grow some berries. We have vegetables, melons, and sweet corn grown for us, not that we take the entire production of any of the growers but they do grow especially for us and especially for others.

We, of course, use quite a lot of newspaper advertising; we also do some radio advertising. One of the best things that has been an attracter of people to our place is a thing that occurred by the grace of God many years ago. In 1936 we had a severe winter, followed by 27° below zero temperatures three weeks later. Some of you remember it; we hope we never see it again. All the peach trees were killed out and for about five years people had no fresh, home-grown, tree-ripened peaches. Our orchard was only two years old when this freeze came, and consequently they put out new buds from those little trunks and we had new peach trees. By the time the orchard came into production no one had had a peach in so long that they were very anxious to get a taste of one! When the first peaches ripened (with the Golden Jubilee that was practically unknown but one of the most delicious of all peaches) we had 40 trees loaded with fruit and no one wanted to buy any peaches because it was county fair time. Every customer that we called that had wanted peaches was going to the fair, so there was nothing that we could do to handle these peaches except go to the fair.

The concession man allowed me to come in with a truck load of peaches and we sold them in small baskets. We sold out the truck load of peaches and people followed us home to find out where our market was located. We went back day after day to the county fair with loads of peaches and people kept following us to the orchard. When Jonathan apples ripened at the end of the Alberta season, the people were already there, saw the apples, and continued to come. So, this has been one of the best things we have seen for drawing people. Go out to them--to show them what you have--and then bring them home with you. Just in recent years, when we were going heavily into peach production, we went back to the county fair each year with a booth where we sell peaches. We have them or cider and other items to keep customers acquainted with our place and so we don't lose track of them.

DR. SIMONDS: Let's go on to Mrs. Wilma Mohr. Will you tell us about your market and a little bit about its operation?

WILMA MOHR: Our market is located one mile west of Interstate 75 on State Route #571. That is a mile from Tipp City, and 20 miles north of Dayton, Ohio. We are producers of eggs; we grow no fruit at all. We got started in the marketing business about 20 years ago when egg prices were getting pretty low and we were strictly wholesaling everything. But, in order to keep alive, we had to start retailing. We have three large chicken houses that are permanent-type buildings made of cider block, designed to last for maybe 50 years. Everything is automatic. We opened up a drive-in window at one end of the house, and we have no one in the market at all. Everything goes out the window. Last year we served 50,000 customers out the window, and it keeps us really busy. There is about one customer a week who will complain because he can't come in and squeeze everything, but if that is the way he wants it he will just have to go down the road.

About five years ago we decided we ought to increase our storage capacity for the market, so we enclosed a two-car garage and put in a 15' by 20' cooler. We now can stock a good supply of eggs all the time. We also grow sweet corn, tomatoes, and green beans (in season).

We have attracted customers mostly by ads in the Dayton paper and in our local Troy and Tiffin papers. I do some advertising on the radio--the Piqua station. (The Dayton station is very costly and I quit using it.) We seem to have a lot of repeat business, and I think it is because we stand behind our products. If something you get isn't ripe, we don't hesitate to give you back what you paid for it. We also keep our prices competitive with the local market. We sell eggs wholesale to some of the markets in Troy, but we are a little too far from Dayton--this is strictly a family operation. We have been able to take care of this supply of eggs from 3,000 hens. We also raise our pullets from day-old chicks.

We have added different products along the line, as our customers requested them. For instance, say they have been buying eggs there for two or three years and they ask, "Don't you have a frying chicken?" We get out the brooder stove again and start with some fryers. Then, the first thing you know, "Don't you have a roasting hen for Thanksgiving?" So, we increase the broilers and sell the roosters and keep the hens for Thanksgiving, and this thing just seems to multiply as you go along. Now we also sell pheasants (plain or smoked) which we do not raise, but they are locally raised and dressed by a local woman and, of course, I retail them. We have frying chickens fresh dressed every week; we have roasting hens freshly dressed every week and it is to the point now that if you don't have a fryer or a roaster ordered, chances are you won't get it by the week-end because they snatch them up as soon as we bring them into the market. We are rather limited as to what we can do here because we come under USDA regulations. We have to have everything inspected to meet their specifications. We do have to travel quite a distance with the live poultry, and then go pick it up the next day and bring it back. That is one reason why we do put a lot of emphasis on a cooler, because everything we have is very perishable.

I started out with the stewing hens at two for $1.50, and they just went like hot cakes. I got that going pretty good, so I raised it to $1.00 each. Well, customers frowned on that for maybe a week or two, but they are back buying them again, so I guess they like them. You might point out that you don't get much profit off of fryers; they are awfully cheap in the market. Yes, they are. I ask 55¢ a pound for a fryer, and it is hard to get even 65¢ for a roasting hen, but on the other hand customers will come in and say, "Give me two or three pheasants," (they are $1.60 a pound) and they don't seem to worry about that. If they really want something, they are going to buy it.

We now have in the market graded eggs and also unclassified eggs which are a big seller with us. By the way, the USDA has come out with several regulations on even eggs, so there seems to be an inspector of some kind always around and we are not allowed to use, for instance, our own cracked eggs for angel food cakes, but I can sell them to the customer and they can use them. We also make angel food cakes and homemade noodles and most everything we have is homemade, or something you don't ordinarily find in the grocery.

We have, within 10 miles, a population of 60,000. We are open 12 months of the year, the only day of the week we are closed is Monday. We are open from 12 noon to 8 p.m., Tuesday through Friday, and from 8 a.m. to 9 p.m. on Saturday

and Sunday. We also run into labor problems, but my big hangup is in trying to get someone to come in and relieve me. I ran the market myself for about three years, and then I just had to get some help; now I have three part-time helpers. Also, my accountant insisted that I invest in a cash register, so things just seem to keep piling up. You get deeper, so there you are--does anyone want to buy a chicken farm?

DR. SIMONDS: They will be around to see you later, Mrs. Mohr! We will come back to you in a few minutes to find how you attract those customers. The next person on our panel is Leslie Rothman.

LES ROTHMAN: We have a small operation south of Dayton. We are young in this business; we started from scratch about 17 years ago and have come up the hard way. There was no orchard, no roadside market, but I thought there was a need (and so did my wife) for a quality roadside market in our area. There were a lot of fellows who would sell out of the back of a pick-up truck filled with junk from the produce house, so certainly a quality market could make a go. It certainly has--and the only problem we have is producing the product. There is no problem with sales, as we are in an area like the rest of them (within 10 miles we have 35,000 and within 30 miles we have over a million people). We get a lot of customers out of Cincinnati and even northern Kentucky. And we have some coming as far as Richmond, Indiana.

The biggest thing that attracts customers, I think, is the quality, plus knowing that you are producing this fruit or vegetable. Sure, they will buy buy jams, jellies, and everything else (they know you can't do it all). The atmosphere of an old barn helps, too. I think we were one of the first to break away from the clean, roadside market concept of marketing and going to an old barn. We still keep it clean, of course, but we do not have shiny porcelain refrigerated units or anything like that. Everything is in keeping with the old barn atmosphere, and we have found people love this. They bring their friends from California, Texas and all over the country. In fact, we have had people from England visiting, not as customers, and certainly we have been very grateful for this. I attribute most of this to the fact that we are growing quality fruit and selling it to our customers at a reasonable price.

DR. SIMONDS: Thank you, Leslie. The last person on the panel for us to become acquainted with is Homer Weikel.

HOMER WEIKEL: Well, we operate a very small set-up. We have only 21 acres and this is very small in most cases. When I retired as a school administratior with the city of Middletown I realized that I wanted and needed to make a little extra income. I couldn't see putting 21 acres in corn and soybeans and making much income, best I could figure on was $3,000 to $4,500 and, of course, we already built up a little bit of the business in selling vegetables from our front porch and yard and we continued to do that and enlarge upon it.

In our market we open when the tomatoes get ripe--we specialize in growing tomatoes (about three acres). We use the cages and the caging idea, which I have talked about here in the past. We raise sweet corn, melons, and seedless watermelons--we couldn't buy them, but we had a big market for them so I had to raise them. In most cases, it is a matter of a few acres of each.

We buy quite a bit from the growers in the Cincinnati area. Everything I buy that we sell has to be home grown and that includes such things as green beans, peaches, apples, potatoes, things of that nature. We sell all of these in the front yard, of course. We make no pretense of trying to have a fancy market. We find that people don't want that; at least that is the way we feel about it. We happen to have in our front yard four enormous maple trees; three of them are over 100 years old, so you can get an idea as to their size. People appreciate stopping and enjoying the shade of those trees and they tell us that. Not only do they want to buy our product, but in the summertime when it is hot they enjoy coming to enjoy a cool place along with their shopping.

In our neighborhood we have an exclusive country club. Those people keep track of our growing better than I do. They know when the tomatoes get ripe. In fact, they will stop and tell us, "Looks like you have some ripe ones down there." And then the word gets around. We advertise very little. In fact, we only run a two to three line ad in the paper during the summer, and we don't put that in until the first of August. We just let people know we have tomatoes.

Our tomato price usually starts at about 35¢ a pound, and we will sell at that rate for two to three weeks, because we try to have the first tomatoes in the area if we possibly can. We have a small greenhouse, we start our own plants (plants of good size) and usually we pick our first tomatoes on or before the 4th of July. And, by the first week in July we are picking bushels of tomatoes that we can sell at price per pound quantities or in bushels. Our income turns out to be pretty nice.

The same thing applies to our sweet corn. We try to have sweet corn continuously--that is pretty hard to do as many of you who raise sweet corn know. Once in a while we run out; sometimes we stretch it by not pulling until late in the afternoon. We pull two and three times a day. I pull all the sweet corn because I want to know that it is right. We do not let the people pick what ears they want, we put it up 13 ears to a sack and the sacks are right there for them to pick up and carry out at whatever the price is at that time. We thought there would be objections to that, and once in a while we do have somebody object, but usually they either take it that way or they don't. Sometimes we have someone who says he got some corn that was old (according to his taste); if that is the case we either refund them their money or give them some more corn.

Well, I think this is enough to give you the general idea of what we are trying to do. We are trying to keep ourselves small, we are not trying to grow. We know we could; I know people here who want to go on and have bigger and bigger markets. You definitely can if you want to put out a good product. Another thing, we pick our tomatoes ripe. We find that one of the few times people get a good ripe tomato is

at our place. I say ripe--it has to be two-thirds turned when it is picked. Usually, if it's picked this evening, we will sell it to you tomorrow. Sometimes we pick it today, it depends on how close we are on our supply, but usually we pick them late in the evening. The same thing applies to our corn. We never carry corn over--I'd say not more than three or four days out of the year, because they want it fresh. Maybe sometimes we do have four to five dozen left over which somebody will buy before I get there with the next day's corn.

DR. SIMONDS: You have given us some general ideas on what you do to attract customers, now I am going to ask each of you to very briefly give us some very specific ideas of how you go about attracting customers. Mr. Lane.

JIM LANE: Thank you, Dr. Simonds. In possibly a more romantic time (between 30 and 40 years ago) we decided that instead of calling our place Lane Orchards, we'd make a label of this orchard lane, the road between the two trees, and call our place Orchard Lane; and it is still known as Orchard Lane instead of Lane Orchard. At first we sold in the garage--we had a three-stall garage, and we stores apples in two stalls and sold in the front one. As production and the marketing grew, we converted the barn into a fruit building and enlarged the area to some extent. We used that until we were afraid that someone might be putting their hands in someone elses pocket, it was that crowded, then we made an enlargement.

The shed is the length of the building and we have our displays in this with our fruit set on flat tables in baskets, or paper bags, in half-pecks, pecks and half bushels. We have had pick-your-own cherries for three dozen years or more, and we also have pick-your-own apples. People come with their own containers, weigh out (we use a scale with a dial that is easily read) and pay for their purchase. The pick-your-own idea has grown a great deal and it is very much appreciated. The advertising for this is by newspaper advertising and word of mouth. We have had cherry customers come from adjacent counties, 30 and 40 miles away. We don't know the distance for apple pickers, but it is on the increase, and we have not had peach pick-your-own for quite some time, but with a good crop we will get back into that again.

It has been our practice for many years to give a free drink of cider to everyone that comes in and this building houses a vegetable refrigerator in the sales room and a cider refrigerator. The matter of picking your own fruit attracts people, and the ready display where they can pick up any packages of fruit has been a very good attraction to bring people back again. We also allow them to go up to the next floor and see the cider making process if they care to. Many hundreds of school children like to watch this and to see the sorting and the apple washing. Then these youngsters bring their parents back again because some can't rest until their parents come back and see it, too. I also think friendliness is the main thing that brings people back again. Others would say cleanliness is the thing that brings people back again. So, many of these things are attractions to customers and bring customers back again.

DR. SIMONDS: In other words, you use the county fair, radio, newspaper, a free drink of cider, pick-your-own, available packages ready to pick up and a friendly atmosphere to get customers and to get them back? I think I remember most of what you said, and some people will have questions for you later on. Mrs. Mohr, very briefly, what are some of the very specific things you do to attract customers?

WILMA MOHR: Well, the basic thing is to tell people what you have. If you don't know everything you have in the market, they can't very well buy it. One of my bigger, more successful things is a mimeographed sheet that I put out with my products listed on it. Since my number of products is small, I can list them all on one sheet. And, people will misplace the sheet or give it to a neighbor, then will ask you for another sheet. By the time I have run out maybe we'll have a new product in, and I quickly get the mimeograph to grind out some more. Then, I use a lot of plastic bags. Everything we package ourselves we put a 3" by 4" label on with our store hours, our location and the main products that we have. Then we have a large sign at the road, which I'm not really too keen about. It needs a good overhauling, but nevertheless, the sign is there.

I think an important thing to make known is your hours. This is very disgusting for people to come and you are not open. If you are supposed to be there all day Sunday, be there all day Sunday--no matter if you are in bed with the London flu (like I should be) you have got to have somebody there.

Of course, with our drive-in window we have individual contact with people. I have all kinds of requests, like "How do you make egg nog? How many eggs do you put in this?" Things like this, which are really kind of corny, bring them back again. They'll tell a neighbor, "Well, ask Mrs. Mohr. She knows everything." So, I come up with something, whether it is right or not. Then, in our area, the JCS are very active and they have an annual "Breakfast with Santa." They call me, of course, for eggs and right away I feel this is a good opportunity for some free advertising. How many eggs they need--I'll donate them if they'll let me put up a sign. My daughter is a commercial artist, so we get together and make a sign with Santa on it, and they compliment the Mohr farm. I don't know if it does any good or not, but I don't think it hurts anything. When the Red Cross has their annual Bloodmobile they will call me for stewing hens--they give me a little plug in the paper and I donate the hens. The more you get your name before the public, the more they will come for curiosity, if nothing else, to find out what you have and if they are going to like it.

DR. SIMONDS: Thank you very much. Leslie, how do you attract customers? Very specifically.

LES ROTHMAN: Well, I'l like to continue with this mimeograph deal. I think we were one of the first to have mimeographs a few years ago. We really go at it. We have mimeographs for our help and we have mimeographs for our customers to show

what our products are throughout the whole year. Our hours are on there, too. We give these out by the tens of thousands, and this is basically our best advertisement. We have people who will say, "Could I please have two, one for my neighbor?" This is really gratifying because you know they are relishing this.

There is one thing I think we are all guilty of, although we specifically try not to be. That is on our signs to have exactly what we have for sale in the market. When we went through Georgia in the month of December, all along the road were signs--peaches, peaches, peaches--and they hadn't had peaches for three months. It is ridiculous how those people are really hurting their own image. I was glad to see Mr. Lane's picture of his barn, but the only sad part about it is that you've got to have a special permit to get in the place! The barn is so beautiful. We have Hidden Valley Fruit Farm and we've got a valley and it is hidden. We let people drive through it--this is attracting them. Then, they have the opportunity on only one day a week (Saturday) to drive through and pick our apples. We have a covered bridge for them to drive through and this has been one innovation that has really paid off in creating interest.

DR. SIMONDS: OK, Mr. Weikel, how do you get customers?

HOMER WEIKEL: Well, I sometimes wonder myself how I get them! Thinking back, really have to say that the people are looking for a good product. In our case, our land is right along the road, they see our vegetables growing--we grow them by the most scientific methods that can be grown and they know it is growing that way. I am sure if they knew how much fertilizer I put on it some of them wouldn't eat it, but I have no answer to that. But, the people know when they buy our tomatoes they are better than any other tomatoes around, and they come back and tell us. Now, we do try to be as friendly as possible, I am sure of that. Mrs. Weikel takes care of selecting the girls who do our selling. Our customers ask us over and over again, "Where do we get these girls?" It happens they are local high school girls in most cases (junior high, in some cases if they are good ones). But, people enjoy dealing with these kinds of people.

Also, I am sure that they come because they know that they are going to get their money's worth. Now, we don't argue about weights. Maybe we need a scales, especially in the summertime when tomatoes get to be a quarter a pound, but we don't fuss about that extra quarter of a pound that might show on the scales. In other words, if they say they have three pounds, we will charge them 75¢ even if it goes over. We don't figure we are losing very much by that. We do another thing too--we are finding more and more that the public wants to pick out their own produce. We put our tomatoes out on a table and we have the girls keep the tables full. In order to keep it full, they generally have a half or full bushel of tomatoes that they can pick over. As all of you know, at the end of the day there are very few tomatoes of any value left and I thought for a while they were going to squeeze the life out of them. But, we don't throw very many away and the public seems to take whatever is there and doesn't begrudge it at all. We mark everything well. For instance, we

put the price on every melon (using ink). We price everything, contrary to what they do in the stores. We also mark everything on the nickel/dime range--35¢, 40¢, 45¢. We don't sell anything for 39¢, 38¢, etc. I don't know whether the public likes it or not, but they come back for more. I don't have all the answers, but I think we are misjudging the public in many things we think they want.

DR. SIMONDS: I am going to ask you panel members a question. We talk about successes and things that work, but once in a while we find out about the things that work by trying something that really is a dud. I wonder if you would share with us something that you have tried in attracting customers that really didn't work. You tried it once, but not again. Mr. Weikel, can you think of something that you tried that really didn't work?

HOMER WEIKEL: Off hand, I can't. We do this--if we have a big surplus and the prices are low, we don't even worry about selling it. That is something that seems to worry growers. For instance, in the middle of summer when everyone under the sun has sweet corn or when tomatoes are down to 10¢ or 5¢ so they give them away, we don't worry about it. We feel we get our value out of our more expensive items and try to get them at the higher prices. In the end it comes right back after another week anyway. We tried to sell canned tomatoes and we did sell some, at a much cheaper price. But, I'm not sure but that the whole canning tomato business is a dud for us because we barely make expenses. I know we don't pay for our tomatoes and the labor in the field that is in them. We just pay for picking them and that is about all.

DR. SIMONDS: Mr. Rothman, did you find something that really didn't work?

LES ROTHMAN: Well, I thought I hadn't, but really I had. A few years ago we thought we were getting pretty big for our place and we had an opportunity to develop another market on a state route about four miles away from us. It had been run down for several years, but there was terrific east and west traffic. And so my wife and I talked it over, had our labor and everything all gunned up, and went up there the month of October. Boy, we thought we were going to make a killing. We put up our sign, did everything that we thought was right and we had a nice couple there waiting on customers. The response of most of our customers was, "We don't have to go down to Hidden Valley--we can save about three or four miles." During the month of October (our busiest month) we were running back and forth one to five times a day delivering things to this other market. Between that and the actual money we made, it was a flop. We decided then that we were going to stay in one place and that was it.

DR. SIMONDS: Mrs. Mohr, have you tried something to attract customers that didn't work?

WILMA MOHR: Yes, I've tried so many that it is hard to tell you about just one! But, the thing that pops into my mind happened during the first year we grew green beans. With green beans you have a problem picking them. We thought, "Well, the beans were ready and there was nobody there to pick them." So, my husband got the brainstorm to go out and pull up the plants, put them in a sack and sell them. Well, it didn't work.

DR. SIMONDS: Mr. Lane, do you have something that didn't work?

JIM LANE: I imagine many things. I have been in the business 51 years and so I am sure there have been quite a few things that didn't work. These stories remind me of one thing during World War II when we thought we would be smart and grow quite a few items to take care of the scarcity situation. We got into it a little too soon, but some of the attitudes were provoking. Someone would say, "Would you like some lima beans?" answered by, "Are they shelled?" With everybody working 12, 14, and 16 hours a day and overtime, that kind of a question made me come as near to swearing as I ever did at anyone who would ask me if I'd shell lima beans. I wanted to touch this one point that the others had mentioned--their time of opening. Our schedule is that we are open until dark six days a week, and never open on Sunday. I had 13 years of work for other people when I was an employee, and I had all of the Sunday work that I wanted to last me for a long, long time. We are very much in favor of profit, but I think that one sober thought for each of us is, "The riches that are laid up above are far better for us." This is not just on Sunday sales, but in our whole attitude and our whole manner of life. This is the riches that we should be striving for, and we can enjoy this life here and a great deal with our customers, our friends and neighbors, people all around and with all of you people gathered here from many states; this is the real riches that we are enjoying now. We will make enough to live on with the blessings that will come our way and we aren't going to be here long anyway.

DR. SIMONDS: I am sure this panel has provoked a number of questions from you people, so the rest of the time that we have is yours. Let's have the first question.

Q. WHAT GOES ON THE MIMEOGRAPH THAT MRS. MOHR AND THE ROTHMAN'S PUT OUT? WHAT KIND OF INFORMATION DO YOU USE? A. (Mohr) I tell them the different grades and sizes of eggs and list everything I have available in the market. Sometimes I put the price if I have a really good price on it. The location of the market and the hours when open is included, also. If I have a good recipe, I throw that in and if I have a new product I make a new paragraph on that. Q. (Simonds) HOW FREQUENTLY DO YOU DO A NEW MIMEOGRAPH? A. (Mohr) Well, it boils down to the time involved. I try to do it at least every other month. Q. (Simonds) LESLIE, WHAT DO YOU PUT ON YOURS? A. (Rothman) Just about anything we feel is important, ranging from some little flyers to a whole page. In fact, if anyone

wants to see these I can pass them around. Someone has to type them and cut a stencil (they can be run for years and years and they don't wear out, unless you date them). We quit dating them, because we found that it isn't necessary. Once in a while our phone number changes, or our address (we had both in the last year), then, of course, you have to add or make a whole new stencil. But, as for the mechanics of it, I think we put $200 into our machine, which was a reconditioned one. The ink and the paper expense is just minimal. Q. (Simonds) DO YOU MAIL IT OR HAND IT OUT TO PEOPLE; HOW DO YOU GET IT TO THEM? A. (Rothman) We do not mail to anyone; it takes time and it is costly. When people come to our market they pick these up if they think they ought to have them. A. (Mohr) We just give ours out individually--if they want some for their neighbors we will give them as many as they want. I have no mailing list. I just use it like a bag stuffer.

Q. WITH THE DRIVE-THROUGH WINDOW, DO THEY STAY IN THE CAR AND TELL YOU WHAT THEY WANT? A. (Mohr) Well, it is designed for that. They can stay in the comfort of their own car and talk as long as they want to, if no one is behind them and pushing them out. We can hand them anything they want and they can put it right in their car; they don't have to get out. Of course, some of them don't do that--there are always a couple of odd balls who will park out on the farm someplace and walk up to the window in the blustry weather and say, "Gee, it is cold out here." I say, "The next time you come just drive your car up to the window." By the way, my cash register is opposite the window so they can see exactly what we are putting on the register. For instance, if they get a dozen eggs, we mark it on the register right then, so there is no way they can feel they are cheated.

Q. HOW DO YOU BAG YOUR SWEET CORN, TOMATOES, ETC., TO PREVENT LOSSES FROM CUSTOMER HANDLING? A. (Weikel) Our experience has been that if we put products in quart baskets or other packages, then they don't want those we have in the quart baskets, etc. They want to pick out their own and, therefore, we let them do their own packing instead of packaging things ahead. True, once in a while they ruin one, but we haven't had any bad losses from tomatoes.

Q. DOES MRS. MOHR SELL HER PRODUCE AT THE DRIVE-UP WINDOW THE SAME AS SHE DOES THE EGGS AND POULTRY? A. (Mohr) Yes, everything we have in the market goes out the window in a plastic bag.

Q. HOW MANY TYPES OF PRODUCTS DOES MRS. MOHR SELL THROUGH THE WINDOW? A. (Mohr) Let's see: eggs, frying chickens, roasting hens, at Thanksgiving and Christmas we have turkeys, dressed phesants, maple syrup, sorghum, homemade noodles, homemade pies, homemade pumpkin bread, trail bologna, four kinds of cheese from Holmes County, popcorn, wild bird seed, whole grain cereal, corn meal, bulk rolled oats, unbleached and stone ground flour, and raw sugar--and it all goes out the window in a plastic bag.

Q. DOES TRAFFIC SOMETIMES BACK UP AT YOUR SALES WINDOW? A. (Mohr) It sure does. A couple of weeks ago they were lined up to the road (there is quite an area there where they can park) when this one man got to the window and said, "I wondered what was going on here. I saw this line so I thought I'd get in it to find out."

Q. MR. WEIKEL, DO YOU HAVE ANY PRICING REGULATIONS? A. (Weikel) No, we have no specific regulations, it is just whatever price we want to put on them, and can get, of course. I'd like to add one thing to Mrs. Mohr's statement. We just returned from Germany Saturday and everything there from every store goes out in plastic bags--heavy plastic, they don't use paper. We didn't see any kind of paper; the bags were rather interesting to us.

Q. MR. LANE, HOW IMPORTANT IS PRICING, OR DO OTHER THINGS OUTWEIGH THE IMPORTANCE OF PRICING? A. (Lane) We have always felt that our customers had a respect for the place and a respect for the price, and we have always charged a respectable price. We have been very appreciative of the fact that we have had people who wanted the finest they could get and were willing to pay a very good price for it; people who wanted something that was good at a good price. People wanted all they could get for their money and that takes care of the three grades of anything we sort our produce into and handles it very well. If someone is looking for a bargain price or competitive prices, we don't have any and don't advertise price As Mr. Weikel suggested, we always sell on the 5¢ or 10¢ price, and never on the 9¢ price. Price is not a major matter of consideration to one out of 100.

Q. (Simonds) MRS. MOHR, DID YOU HAVE SOMETHING TO ADD TO THAT? A. (Mohr) Yes, I did mention that our prices are all competitive with the local market, in other words I am not a highway robber. When you are in the egg business you are competitive; you don't worry about the price sometimes, you worry about getting rid of it. (Weikel) We do something on tomatoes that may be helpful in a few cases for pricing. We sell our tomatoes at 35¢ a pound to begin with, but we'll sell them three pounds for $1.00 and we price them that way. When they are down to 30¢ a pound, we sell them four pounds for $1.00. We keep marking them down this way.

Q. MR. LANE MENTIONED HE SOLD CHERRIES BY THE POUND. DOES HE USUALLY SELL BY THE POUND OR IN WHAT SIZE CONTAINERS DOES HE USUALLY SELL? A. (Lane) The customer brings whatever container he wants--a pot, kettle, can or anything the juice won't run out of. We try to keep them from getting the car all juiced up by carrying them in paper bags or the like. But, we do have some of the neighbor kids picking cherries all the time, cleaning the tree tops where some have been missed. Things like this we offer in quarts. As they come in we keep them in the refrigerator and later bring them out and try to have the day's pickings sell. We sell these by the quart. A quart weighs about two pounds. We figure that and add what we paid the youngster for picking them. This is what the customer pays when he buys by the quart.

Q. IN RELATION TO PICK-YOUR-OWN, DO YOU HAVE MUCH WASTE OR DO YOU HAVE A WAY OF CONTROLLING THIS? A. (Lane) We send the customer to the orchard and the family has a picnic. They pick whatever they want, enjoy it, and later pay for what they have in their containers. We don't worry about what they have within themselves. That is just more advertising. (Simonds) I think she was concerned with waste by their picking an apple, then deciding they didn't want it and throwing it on the ground. (Lane) It would be picked up by our workers and sold for a very low price, or used for making cider.

Q. (Simonds) LESLIE, DO YOU HAVE A COMMENT ON THAT? (Rothman) We have pick-your-own starting with strawberries and going through cherries, blueberries, peaches and raspberries. We don't find much waste, nor breakage to the trees. In fact, when that customer has picked his own, whether it is off-grade or whatever, it is still "the best there is in the world" and you couldn't convince that customer of anything else. (Simonds) I have to share a personal experience here, too. When we had pick your own tomatoes when I was still at home, we found that not only would they pick tomatoes, but they would pick up all the ones that we had taken down to the field and dumped after we had packed tomatoes for market! They took everything that there was to take, including what we called the throwaways. In terms of waste, that was our experience.

Q. MR. ROTHMAN, WOULD YOU ELABORATE ON THE DRIVE THROUGH HIDDEN VALLEY? A. (Rothman) Well, this has been an innovation of about two years. We built this covered bridge across a pretty live stream, with the idea of getting people back to our apple orchard. There are a couple pick-your-own apple orchards operating in our area and we were new in the business and had nothing to offer customers other than something different. Nowhere else could they go through a covered bridge to pick apples, and it really caught on. In fact on Sunday (we are open Sunday afternoon) we almost have to put up a guard to keep people from taking their friends back there and showing them the apples! Of course, when they are back there they help themselves, but it has worked very successfully. We have two people back there who run the operation on Saturday--one checks out and one shows them where the apples are. One other thing, pick-your-own will slow them down, but if you've got good apples hanging on the trees you don't need to worry--they'll get every one of them. Of course, you've got to have quality fruit.

DR. SIMONDS: I am sure you have many more questions, but if we are going to stay on schedule, it is time for a change of scenery up here. So, would you join me in thanking our panel members for their good participation?

TOM McNUTT: Thank you, Lois. That was an excellent panel. The next section is on "Fruit and Vegetables that Grow and Sell." To lead off with fruits, we have Dr. M. E. "Butch" Ferree. Dr. Ferree is with our OSU Department of Horticulture, in the area of fruits--a fruit specialist. At this time, let's welcome "Butch" Ferree.

FRUITS & VEGETABLES THAT GROW & SELL

"Fruits and Fruit Cultivars"

M. E. Ferree
Extension Specialist, Pomology
The Ohio State University

Thank you, Tom. When I was approached about doing this, I didn't know what to think. I was flattered to be asked to speak and puzzled for a moment about what to say. It did not take long, however, for my enthusiasm to build about what I was to speak about. The reason I got so enthusiastic is because I don't think the roadside marketing industry has ever had an embryo like it has now, just waiting to be planted. What I am referring to is the new boom in home wine-making. All you have to do is go into the drugstores, grocery stores, or department stores and you will see home wine-making kits. It is unbelievable the way people are making wine here in Ohio.

To give you a little idea about how big this is around Columbus and Cleveland, the fruit terminals here imported more than 1,000 tons of grapes for amateur wine-makers this past year. Pressed, this will make more than a quarter of a million gallons of wine!

Most of the grapes that they got were from California. This is a good grape growing area that can grow V. vinifera, which we cannot grow in our climate of more extreme winter temperatures. We can, however, grow certain hybrids that will yield wine at least as high in quality as that from the grapes imported.

I am going to talk about two major groups of wine grapes--the labrusca, which are the American Concord, Catawba, and Delaware (the foxy-type grapes) and the French hybrids (the more neutral grapes).

First, let's start off with the neutral type French hybrids. They will be given different ratings--the 2-Star rating is the best you can get. A 1-Star rating is second best and if it doesn't get a 1 or 2-Star, I am not going to mention it. The first one is DeChaunac, tested as Seibel 9549. Wine produced from this hybrid is dark red in color and slightly thin in body. The flavor and aroma are characterized as neutral. Although astringent, the overall quality of the wine is very good. This is a 2-Star variety.

The next grape is Chancellor, and it was tested as Seibel 7053. This grape yields a dark red wine with an aroma which is not especially distinctive. This wine has a slightly fruity flavor, is low in acid and fair in body. It also is a 2-Star wine.

Seyval was originally tested as Seyve Villard 5276. This white selection produces a very light yellow wine with a slightly fruity character. The wine is well-balanced and the quality is very good. And, let's give this one two stars, also.

The next one is Villard Blanc. Tested as Seyve Villard 12375, this selection produces a light yellow wine with fine aroma and taste. It has good balance and body and yields a good wine. This is another 2-Star variety.

Vidal 256 is a 1-Star variety. This grape produces a medium yellow wine with good aroma. The wine is characterized as being neutral and of good quality.

Chelois was tested as Seibel 10878. Wine produced from Chelois has a dark red color, good body and an agreeable aroma. It also is well-balanced and the quality is very good. This is a 1-Star variety.

The next 1-Star variety is Aurora, or formerly Seibel 5729. This grape produces a well-balanced white wine with fair body. The wine is characterized as being neutral and is considered of good quality.

You've probably noticed that some of the white wines appear to be a bit cloudy. In our experiments at Wooster, we do not use any clarifying agent in these. We only ferment and rack them. Wineries use gelatins and other materials to eliminate the cloudiness. We are not evaluating the gelatins; we are evaluating the wine.

Next, let us discuss the foxy-type, American bunch grapes. First, Catawba. This is a 2-Star, foxy wine grape. If cold-pressed, a white wine is produced. The wine is usually tart and is used in champagne blends in the eastern United States. When the grapes are fermented on the skin the wine is pink, with labrusca character, more like Rosé. Niagara produces a white wine, very fruity with a very distinctive labrusca taste. The Niagara yields a common eastern-type wine and is another 2-Star variety.

Delaware is another 2-Star variety of the American type. Generally, this variety produces a light, golden wine with a slightly flowery, fruity taste. The wine may possess labrusca flavor and is an excellent variety for making champagne.

Finally, we cannot forget Concord. This is a 1-Star grape, not a 2-Star. It yields a pronounced labrusca wine which is usually tart and dark red in color. The wine has a tendency to be harsh and is accompanied by a fruity character.

Grapes have more uses than for wine-making, although I feel that perhaps the greatest expansion for your enterprise would be to sell grapes in 20 or 50 pound lugs for wine-making.

Another opportunity is in the table grape area, and we do have some that do well in Ohio. The first one is Alden. Alden is seedless with a non-slip skin. If you don't know what I mean by a slip skin--have you ever had a Concord grape in your hand and squeezed the pulp out of it? With a Thompson seedless you can't squeeze anything out of it. This is a non-slip skin, excellent in quality.

Himrod is seedless and also has a non-slip skin. This is a very excellent grape for table consumption. Research has shown that, by manipulating this variety with a couple of growth regulators, yields can be increased two or three fold. As you are probably aware, we cannot grow the Thompson seedless here because it will not survive our severe winter temperatures. Two other promising table grapes that we are evaluating come from an Arkansas breeding program. The first one is Arkansas 1111, which is a white seedless grape, and also Arkansas 1136, which is a red seedless. Of the Concord type, that is slip-skin and seeded, Buffalo is probably the best of that group for fresh consumption.

If you have grapes at your roadside market, people are also going to want them for making jams or jellies. When you talk about jams or jellies in the United States you talk about the Concord type. I am going to mention a few grapes that are very much like Concord. If you grew several of these, you would stretch out your season, because they don't all ripen at the same time.

It just so happens that the first of these types is Buffalo. At Ripley, Ohio, the average ripening date for Buffalo is August 21. The next variety is Van Buren, and the average ripening date is four days later, August 25. Following Van Buren is Fredonia. The average ripening date for this variety is September 2. All of these do vary some from the standard Concord, yet they are quite similar and do make good jelly. The next is Steuben and the average date for this is the same as Concord, September 11. One day later comes Bath, September 12, and then we have Sheridan on September 14. These are grapes from which we feel you can make a lot of money here in Ohio. We know if you do a good job, it is quite possible.

We in the Horticulture Department at Ohio State do not advocate that you go out and plant all of these grapes. Rather, a more realistic figure to start with is something like five of these wine grapes, two or three for tables and maybe three for jellies and jams. At Ohio State, we do have a couple of publications that are available for those interested in grapes; Bulletin 549 is a book for amateur wine makers and Bulletin 509 is our grape growing bulletin. Both of these are outstanding bulletins; I don't think you can find a better one anywhere in the country. You can contact your county agent for a copy of these, or write to the Department of Horticulture at The Ohio State University and we will be glad to send you a copy.

I said I wasn't going to bore you with just grapes, so let's move on. Some of the strawberry varieties that we think will do well under most Ohio situations include Cyclone, which is an early variety. It comes in about the same time as Earlidawn, which you might say is an old standard here in Ohio. This has done well for us in our trials at Wooster. Others include Midway, which most of you who do grow strawberries have grown; Guardian, another good variety; Surecrop; Raritan; Redchief; and the old standby Robinson, which has been around for a long time.

I also want to say a few things about peaches. The peach varieties that people in this area are looking for are high quality peaches that come in somewhere around the time of Redhaven. A peach that is as late as Redskin is getting pretty late. It may present a problem, especially if you have apples.

There are some very early peach varieties that have been developed in the last few years. The first one I want to show you is Harbinger. This peach ripens about two to three weeks before Redhaven, which makes it pretty early around here. It is fairly cold hardy, at least as cold hardy as Redhaven, which is used as a standard for cold hardy comparisons. Coming right after Harbinger is Garnet Beauty, which is one to two weeks before Redhaven. There is a third peach variety that also ripens about the same time as Harbinger and Garnet Beauty, which shows considerable promise. This variety is Candor, and it is also fairly cold hardy. These are three varieties that you should think of in the pre-Redhaven season.

When you talk about early apples, you don't normally talk about much. There is, however, a real early eating apple that has good quality. It is Quinte, and it ripens sometime shortly after Lodi. Another pre-McIntosh apple that is excellent for eating is Tydeman's Red, a very good apple. Growers on the West Coast are planting a lot of these because of their quality. Another good one, and I must say it makes super apple pies, is Paulared. This is a good early apple, produces well and stores better than the other two that I mentioned. These varieties that I describe do not have the characteristics of a Delicious. They are more in the Jonathan, McIntosh and Melba class. They are not sweet apples; they have a tanginess of of their own. Mollie's Delicious, however, is somewhat similar to Delicious. It is not a true Delicious, but it is an early apple.

Three other post-Delicious varieties that are not what you would call common varieties are Idared, Mutzu and Melrose. Idared has been grown here in the state for a number of years at the Research Center, and we think a lot of it. It is a tart apple, stores very well, and is a good producer. The next one, Mutzu, some of you probably have in your orchards. It also has been around for quite some time. Most of the people that I have talked to who have gone to the trouble of planting a few trees of Mutzu have had a hard time filling their orders for them. One thing about Mutzu--it is similar to Golden Delicious in many ways, but it doesn't russett. It is a triploid, thus its pollen is no good. If you set out Mutzu, special pollination considerations will have to be made if all of the varieties are to bear as you expect them to do. Then there is the state apple of Ohio, Melrose. I am sure most of you here already have a few of these.

I think this sums up what I have to say today. If you plan to increase your roadside market industry, I would look for things that can fill voids. I would not go "whole hog" with trying to over-expand on what I already have. If you can diversify or make your season longer, then you stand to bring in new customers.

TOM McNUTT: We want to thank the "little old wine-maker" for being with us today. He is soon to move to the Plant Sciences Division of the Auburn University Cooperative Extension Service in Alabama. Moving on to our next presentation, we are going to do the same thing with vegetables that we did with fruits--take a look at the cultivars. It is hard for a little old farm boy like me to say "cultivars" instead of varieties, but we'll change with the times. Dr. James Utzinger, Extension Horticulturist from The Ohio State University, works primarily in the Extension phase with amateur vegetable people. Let's welcome Dr. Utzinger.

FRUITS & VEGETABLES THAT GROW & SELL

"Vegetables and Vegetable Cultivars"
A Slide Presentation

James Utzinger
Extension Specialist, Horticulture
The Ohio State University

It is indeed a pleasure to be with you at the Thirteenth Annual Ohio Roadside Marketing Conference and to present some information which, hopefully, will be of value to you in your seasonal market operation.

Our topic for this afternoon deals with vegetable cultivars and hybrids that grow and sell. In Ohio we can grow some 40 different vegetables, including the perennials, the greens, salad crops, cole crops, root crops, vine crops, solanaceous crops, peas and beans, potatoes, sweet potatoes and sweet corn. Which of these vegetables will we select to grow for sale at our roadside markets?

Many factors enter into this decision-making process, but perhaps those that carry most weight in influencing our decision include the following: (These may not be mentioned necessarily in order of importance.)

1. Which vegetables can be grown successfully under our climatic conditions and develop the desired quality? According to this criteria, we may want to rule out, in most areas of Ohio, such vegetables as cauliflower, Brussels sprouts, celery and head lettuce. Usually we can secure better quality in these vegetables from our wholesale markets, who receive these vegetables from areas with natural environmental conditions conducive to the development of high quality.

2. Which vegetables do our customers demand? What will they buy? This includes a rather sizable group of vegetables and varies somehwat from area to area, but includes basically these vegetables: sweet corn, green beans, tomatoes, peppers, cucumbers, melons (muskmelon, watermelon), onions (green and dry), potatoes, and pumpkins (fall of the year). Other vegetables which may be in considerable demand include: asparagus, rhubarb, lima beans, beets, cabbage, carrots, leaf lettuce, peas, spinach, radish, and turnips.

   Other vegetables for which you may get requests, and this varies from area to area, include: okra, eggplant, squash, broccoli, cauliflower, and collards.

3. Which vegetable can be most efficiently and economically grown, and be profitable because of the yield, quality and customer demand? This requires some trial and error experience to determine which vegetables to grow and which vegetables to purchase. In some cases, vegetable lines will be carried that will not generate a lot of profit, but will add to the completeness of the line, attractiveness of the display and better satisfaction of the customers.

   Some vegetables are easier to grow than others because of soil requirements, insect-disease pests, and cultural operations required. Vegetables that can be difficult to grow include the cole crops (cabbage, cauliflower, broccoli) and the vine crops (muskmelons, cucumbers, pumpkins); also potatoes and eggplant are sometimes problems to grow. In some seasons, of course, all vegetables can be a challenge to grow.

4. Which vegetables does the grower like to produce? Often times we do a better job in obtaining yields and quality if we grow vegetables that we enjoy growing, providing of course that soil and other environmental conditions are conducive to the production of the vegetable.

Now, once we decide which kinds of vegetables to grow, we must then be concerned about which particular types (cultivars and hybrids) to be grown, realizing that not all do well under Ohio growing conditions. This leads us to a consideration of the criteria which we should consider in selecting vegetable cultivars and hybrids. At this point, I would like to show you a few slides to illustrate the following pertinent points:

Resistance-- Resistance implies a mechanism associated with genetic constitution that results in reduced susceptibility to such conditions as disease, fruit cracking, drought injury, and in some cases insect damage. When available, it is most desirable to grow cultivars and hybrids with resistance to the factors that can result in reduced quality and yield of product. For some plant diseases there is no known chemical control once the plants are infected; therefore, to use susceptible types when resistant cultivars and hybrids are available is to invite disaster.

Let's take some specific examples where resistance is imperative, or at least highly desired. First is fusarium and verticillium wilts of the tomato. These disease conditions are a result of soil-borne fungi. In the case of fusarium wilt in tomato, the causative organism is fusarium oxysporium. In the case of verticillium wilt, the causative organism is verticillium albo-atrum. The drooping, wilted condition of the plants is irreversible. The net result is crop loss!

The second is smut in sweet corn. Susceptible types are: Spring Gold, Duet, Golden Beauty, Silver Queen and Country Gentlemen Hybrid. A third is cracking in tomatoes. A susceptible variety is the Fantastic. Resistant varieties are Heinz 1350 and Jetstar. A fourth might be blossom rot in the tomato.

We could go on to give many other examples of plant disease and disorders in vegetable crops, but perhaps the previous examples indicate the extreme importance of selecting and using resistant cultivars and hybrids, when available.

Growing Season or Maturity Range-- The growing season is, of course, the period of time from the last killing frost of spring until the first killing frost of fall. Unfortunately, the growing season in Ohio is quite unpredictable and we do not know from year to year just how long the growing season will be in duration.

We as vegetable growers are concerned with the growing season from these standpoints:

1) The amount of time in which we have to mature a crop. Cultivars and hybrids vary in the number of days required to mature; hence, we classify them as early, mid-season or late. In some cases, cultivars or hybrids may be so late that there may be reason to doubt whether they can be planted on a certain date and mature a crop before a killing frost. Depending on ones managerial philosophy, we may gamble that a particular cultivar or hybrid will make a crop (particularly if it is a very good one) or we may elect to substitute a cultivar or hybrid of shorter growing season.

   Early cultivars, of course, are selected to produce crops for the early market, which is often the most profitable time of the entire season. Sometimes early cultivars and hybrids are also coupled with cultural practices that will result in earlier crops (i.e., use of stakes rather than cages, use of hot caps, plant tents, etc.). One point that should be made is that sometimes we do not obtain either the quality or yield in early season cultivars that we obtain with the mid-season cultivars or late types. Example: Fireball or New Yorker tomatoes versus Jetstar of Supersonic tomatoes.

2) Extending market crop supply by selecting appropriate early, mid-season and late cultivars or hybrids. In this way the grower can extend harvest over a maximum period of time. An example of this approach to crop supply management is as follows:

Crop-- Sweet Corn		
Early	Spring Gold	71 days
Mid-Season	Jubilee	77 days
Late	Golden Queen	91 days

An alternative to the previous approach to crop supply management is to plant the same cultivar or hybrid at time intervals.

Yield--To be profitable, a cultivar or hybrid must yield a satisfactory amount of marketable crop. It must be kept in mind, however, that yield must not be achieved at the sacrifice of quality. High yields of low quality produce are to be avoided, as are low yields of high quality produce, if we are to stay in business. There must be a balance between quantity and quality.

Quality--Quality refers to the attributes of a commodity that pertain to its edibility, usefulness or beauty. Components of quality include substance, color, flavor and freedom from defects. What customers will or will not buy in terms of quality varies from area to area and market to market. Some market operators take the approach of marketing only #1 produce; others market #1 produce plus other produce of of lower quality at the same price. Each market manager, of course, must employ his own judgment as to what quality of produce will be sold. Quality is a selling point of roadside markets. Freshness is important, but quality is fleeting. Provision must be made to stock fresh produce and preserve post harvest life.

Customer Preferences--Customers vary in their preference for types of vegetables. Depending upon this customer preference, certain vegetable cultivars and hybrids must be selected for growing over others. Examples:

a) Do customers prefer yellow or white sweet corn? Will they buy bi-color ears?

b) Is the preference for hot peppers or sweet peppers, bell peppers or pimento peppers, green peppers, red peppers or yellow peppers?

c) Is the preference for green beans or for wax beans?

Many other examples could be cited. The vegetable kingdom is a veritable rainbow of colors, a menagerie of shapes, and exhibits much variation in size of commodities. The point that I want to make here is that we need to select vegetable cultivars and hybrids in terms of customer preferences for color, shape and size, etc.

Available Land--Some vegetable cultivars and hybrids naturally require more space than others. This is due to their growth habit, which may be of the bush or vining habit. If space is limited, it may be desirable to select bush types over trailing types.

Some vegetables yield more produce per unit of land than do others. Examples of those capable of high production capabilities per unit of land include: bush snap beans, carrots, potatoes, tomatoes, onions, beets, cabbage, and turnips.

Soil Requirements-- In general, vegetable crops grow in a wide variety of soils. However, in some cases, the soil may be a limiting factor for the production of all cultivars of vegetable crops unless it is modified either with conditioners, fertilizers, or liming materials. Two examples where soils may be a factor include the following:

a) Root crops usually require deep, loose soils to produce best quality products. If carrots are to be grown on heavy soils, better chances for success may be achieved by using short, stocky types rather than long, slender types. Then, too, we need to remember that.

b) Potato scab organisms thrive on some soils of relatively high pH.

Intended Use for Vegetables-- In selecting vegetable cultivars and hybrids for growing and roadside market sales, it is desirable to consider how the customer will be using the commodities. Will the produce be used fresh, for canning or for the home freezer? Not all vegetable cultivars and hybrids lend themselves to canning or freezing. If the market operator has substantial clientele purchasing vegetables for processing, preserving or freezing, he should consider selecting from cultivars and hybrids suited to this purpose.

These are some of the more important considerations in cultivar selection. Also in selecting vegetable cultivars, consider your past experiences; don't go "overboard" and discard all your tried and true cultivars and hybrids in favor of newer types appearing on the market without first doing some experimenting or research on your own. By planting newer types on a trial basis along with those that have been performing well for you, there will be a basis for comparison allowing for decision-making relative to possible adoption of new types.

At this point, perhaps we need to consider the procedure by which vegetable cultivars and hybrids are recommended to growers. Cultivars recommended to growers have been subject to considerable screening, first by the plant breeder developing the line and then by various research and Extension faculties engaged in cultivar evaluation studies. Seed of the cultivars or hybrids to be evaluated is obtained and plants are established in either observational or replicated plots. Often times the material is placed first in observational plots and, if promising, is placed in a replicated research plot for further evaluation utilizing statistical procedures. Based on the outcome of the evaluation studies, recommendations are made to growers.

States in particular geographical areas cooperate on cultivar evaluation studies so that there is a flow of information across state lines. It is important to remember, however, that because a particular cultivar or hybrid does well in one state or geographical area it may not necessarily do well in another state or geographical area. Cultivars and hybrids may perform differently in different environments!

First, let's consider cucumbers. Here is a picture of Marketmore--note the stipling or light coloration contrasting with the dark green color. This particular cucumber is of the monoecious habit.

At this point it may be well to define some terms relative to flowering habit in the cucurbits. Monoecious infers that the vines or trailing stems bear both male and female flowers. The first flowers to develop are male, or staminate flowers. Succeeding flowers are primarily female, or pistillate. Of course, only pistillate flowers are capable of bearing fruit.

Cucurbits bearing primarily female flowers are said to be of gynoecious habit. Advantages of gynocious habit include earlier production and potentially higher yields (less plants can be established to provide the needed supply).

Here is a Tablegreen 65, a monoecious type. Note the lack of stipling. The trend is towards consumer acceptance of all green or non-stipled types. Examples of specific types are: Burpee Hybrid, a monoecious, stipled type; High Mark II, also a monoecious stipled type; Gemini 7, a stipled, gynoecious type; Triumph, also a stipled, gynoecious hybrid; and, Meridian, a gynoecious, non-stipled type (a cross between Tablegreen and Marketmore).

Culls must be avoided as much as possible if we are to have a profitable crop. In this regard, I must stress the importance of good bee populations for pollination. This is imperative because of the flowering habit of the crop.

As we review the information to follow, keep these points in mind:

1. The results are from a one-year trial. They may or may not be the same the next trial.

2. Consider this information as a part of the total information required to make decisions relative to vegetable cultivar and hybrid selection. Please do not go out and plant 50 or 100 acres of a particular cultivar or hybrid based solely on this information. Rather, take this as useful information which, along with your past experience, reading of cultivar descriptive information in seed catalogs, and conversations with other growers, can help you make important decisions about cultivar-hybrid selection.

Some cultivar evaluation work was done at The Ohio State University during the past summer. Seven cucumber cultivars or hybrids were placed in replicated trials at the Lane Avenue horticulture plots.

Gemini 7 yielded the most marketable fruits, whereas Marketmore yielded the least early fruit. The top yielding cucumber was the gynoecious hybrid, Gemini 7, followed closely by the gynoecious type, Meridian. Meridian is not an early producer, but produces well over the season. The new cultivars, Marketmore and Victory, yielded lowest in the trials. The new cultivar, Allgreen, gave a quite satisfactory yield and Victory may be worthy of trial as an early type. In terms of cull fruit over the season, Victory produced the most culls, whereas Marketmore produced the least culls.

Let's move on now to review of the data relative to tomato cultivar evaluation. The fresh market tomato trial for 1972 consisted of 10 cultivars in three replications and 38 cultivars in non-replicated, single plots. These cultivars were trained to a double stem and tied to wooden stakes. Ten entries in the replicated trials were also grown in wire cages in a non-replicated plot.

The top yielding early types in the replicated trials were Burpee VF, Wonder Boy, Market King, Heinz 1439 and Ramapo. The other five cultivars in the trial are not early types.

Cultivars producing the highest amount of No. 1 fruit in relation to No. 2 and 3 fruit were Heinz 1439, Jetstar, Ramapo and Caravelle. Marketking and Wonder Boy produced considerably more Number 2 and Number 3 fruit than Number 1 fruit.

Now, let's take a look at the results of the sweet corn cultivar trials. The sweet corn cultivar trial for 1972 consisted of 28 cultivars or hybrids in four replications and 31 cultivars or hybrids in non-replicated, single plots. The top yielding types were mid-season types--Gold Crown, Seneca Chief and Gold Cup. There were defects of smut and worm injury in the top yielding cultivars. Smut evidence was not found to any major extent in this trial. Worm injury was greatest in Honeycross, Golden Queen, and Golden Crown.

Many of you are interested in early cultivars. Top yielding cultivars in the trials were Seneca 60-11, Earliking, Sprite, Spring Gold, Silver Sweet, Northern Belle, and Bravo. There were defects in these cultivars, also. The largest ears in the trials were produced by Merit, Gold Crown, Golden Shipper, Bonanza, Stylepak, and Golden Queen.

Cabbage was examined only in an observational setting at the OSU horticulture plots in 1972. We had no muskmelon or pepper replicated trials at OSU in 1972, however some cultivars that you might want to try are as follows: muskmelons -- Burpee Hybrid (not fusarium resistant but early), Gold Star (early), Supermarket (early), Iroquois (old standard), and Harvest Queen (late); peppers-- Keystone Resistant Giant, Midway, Sweet Banana, Hungarian Wax (hot); and watermelon-- (ice box type)--Summer Festival, Sugar Baby, Seedless Hybrid 317, and Crimson Sweet.

Obviously, we could spend more time on this subject, but to keep our program on schedule, I conclude my presentation at this time. It has been a pleasure to be with you. I hope that I have given you some helpful information for selecting vegetable cultivars and hybrids for roadside market sales.

TOM McNUTT: Thank you, Jim. Well, we told you at that time we would have a panel discussion entitled,"Prices and Pricing at Roadside Markets," and we hope you have saved your questions. The moderator of this panel is Dr. Dennis Henderson, Assistant Professor of Agricultural Marketing at The Ohio State University. I don't have Dr. Henderson's pedigree, and I don't believe in a long introduction, so all I'm going to say is, let's welcome Dr. Henderson.

PANEL: "PRICES AND PRICING AT ROADSIDE MARKETS"

Moderator: Dennis R. Henderson
Department of Agricultural Economics and Rural Sociology
The Ohio State University

Panel Members: Earl Foote, Earl Foote Farm Market, Valley View, Ohio
R. "Pat" Gardner, Gardner's Farm Market, Wexford, Pennsylvania
Paul Molyet, Paul Molyet Farm Market, Fremont, Ohio
Ruth Renick, Family Farm Market, Ashville, Ohio
James Steinbauer, Steinbauer's Farm Market, Clyde, Ohio

DR. HENDERSON: Thank you very much, Tom. We have a plan for our panel on pricing and prices at roadside markets, and we will try to stick to our plan. We will probably need a little help from all of you in the way of asking some questions. I am first going to introduce you to our panel members and ask them to say a few words about their market operation and the aspects of pricing that they feel are most important to this discussion. Our first panel member is Paul Molyet of the Paul Molyet Farm Market in Fremont, Ohio.

PAUL MOLYET: Thank you. We have our roadside market three miles north of Tiffin, Ohio (10 miles from our home) on State Route #53. State Route #53 is a feeder route to the turnpike and quite a bit of our business on the weekend is turnpike-oriented people who are moving through the country. We have local trade and also we call it a traveling trade. We run our market from July (with sweet corn) to October (with potatoes). The major item that we grow is sweet corn, but we also have melons, tomatoes, potatoes and we buy a full line of fruits and vegetables in the area. We do not raise fruit. We are primarily contract vegetable farmers and the roadside marketing end of it is our sideline.

We price our things in a way so as to move volume. As an example, on potatoes we have 10, 15, 20, 50 and 100 pounds. Being in the contract vegetable line, we have a large volume of these crops, so we try to use prices to move the volume. We have a lot of markets in our area, so we are interested in competition; in a 20-mile radius I suppose we have a hundred markets.

Our market is located on about an acre of land. It is on a 300 acre farm at that location, and it is of a metal construction, a 50' by 60' building. It is two years old and we try to keep it neat.

We advertise on the radio, on the weekends primarily, and we advertise daily in the newspaper.

DR. HENDERSON: Thank you very much for that very informative description of your operation, Paul. Our second panel member is James Steinbauer of Steinbauer's Farm Market near Clyde, Ohio.

JIM STEINBAUER: Well, we are located on U.S. #20, a four lane highway. We are located just exactly two miles east of Clyde. We started the business, rather my father started the business, back in the early 40's. It is a partnership; there are six of us boys and my father. Now Dad has retired, so it is up to us six boys.

What we are supposed to be talking about is pricing. Price, to us, is an agreement between the brothers that a certain item is to be sold at a given price. If that price does not work, we reduce the price until it does. We are in about everything; we start the season off with asparagus--we have 25 acres of it. This is all hand-cut, and I would say one half of it goes out through the retail sales room with the other half going to either the Toledo or Cleveland area.

We are farming close to 1100 acres now. About one third of our produce goes through the sales room; the rest is either shipped into the Columbus area, Cleveland and a little to Detroit. Beginning with asparagus, we operate right into anything that comes after that, even sour cherries which we have a pitter for. Some days there will be as many as 40 customers at one time waiting for pitted cherries. I would say this is our most busy time (waiting time), to be waited on at the stand. We try to run them through as fast as we can, but we have a bottleneck on the pitted cherry line. You see, we also have pick-your-own cherries with the option that if they want to have them pitted we will pit them also. So, we have to stop the regular pitting line and run pick-your-own cherries through, because those people were there before the others. Next to that, of course, is sweet corn and peaches (in years when you are lucky enough to have them) apples, and potatoes. We stick pretty close to the Buckeye price on potatoes, which is set here in the Columbus area. We run about 15¢ over the wholesale price on a 50 lb. bag at the roadside market.

DR. HENDERSON: OK, thank you very much. Moving right on down our panel, our third panel member is Earl Foote of Earl Foote Farm Market in Valley View, Ohio.

EARL FOOTE: My wife and I run a roadside market approximately eight miles south of the city of Cleveland. We have a sales area of about 3,000 sq. ft.; an additional

6,000 sq. ft. will be added to this building for a sales area. When we started in 1956, we made a grand total wholesale farming of $1300, so we figured something had to be done. Right now we are open from May through December, and we plan on going to a year-round type business. We are closed Monday to spend some time with our family.

Our roadside market is on a county maintained road, and we get a lot of traffic from people going back and forth from work. Our customers are just about all repeat customers, very few transient. We raise sweet corn, but we just don't have enough farmland left anymore. We devote around 75 acres to sweet corn and this is all rented land--valued at around $20,000 an acre. We don't know how much longer we are going to be able to maintain this farming operation, so we are going into more items--gift related items to sell with the produce that we have. We buy as many local items as we can, and we try to maintain the best quality that we can. With western fruits, we handle large quantities. Here again it is in large size fruit--something that the chain stores don't handle.

Our sales run over $150,000 a year at the stand. It isn't up to where we want it yet; we hope to increase this. But, we always have goals to meet in the future. We are more quality-oriented than price-oriented. In the past few years, we haven't done any advertising whatsoever--just word of mouth. We have to stay fairly competitive with chain stores in pricing. If they are running specials on items, we just don't have it as heavily that week. We maintain our mark-up of 30% or better on our cost items. Items such as tomatoes (during the heavy season) we mark up about 75¢ per basket; I don't feel that I can handle them for less than that--production and handling costs are pretty high.

We are highly competitive in the labor market. We get very few adults to work for us and those that do are on a part-time basis working mainly in factory jobs and love to come out to the farm. They aren't particularly there for the money they make, this is a secondary item to them. So, consequently, our labor force is high school kids. They do an excellent job and represent us very well--we are really happy with them.

DR. HENDERSON: Thank you very much, Mr. Foote. The next member of our panel is Mrs. Milton Renick of the Family Farm Market in Ashville, Ohio.

RUTH RENICK: Our market is on Route #23, about 15 miles south of Columbus and nine miles north of Circleville, Ohio. We get alot of trade from people who are working in Columbus and travel on the road at least twice a day going to and coming from work. On weekends we get people going from Michigan, Toledo, Cleveland to below the Ohio River. We couldn't be closed on Sunday because everybody is going back Sunday afternoon.

We try to have high quality merchandise, although my husband calls it a "chicken coop operation" because our building is about the size of a old-fashioned

broiler house. We have a pole shed behind it with a cooler and work space underneath, so it is cooler for the products. We hope next year we will get a new market built. As far as competition, there are five other stands within a mile of us on Route #23. Either way they come they have to pass two other stands before they get to us. One of our competitors operates strictly on price basis. He has a sign about 7; by 9' that simply says "Corn." It started out this year at 55¢ a dozen (when it was selling wholesale for 65¢ at Columbus markets), then he went to 45¢. There is no use in trying to compete in price if you have a quality product. If we went to 69¢ he'd immediately go to three for $1.00. So, we try to make our emphasis on quality and freshness. We grow our products where people can see them from the road, and we pick fresh every day. We don't try to pick the culls; we only sell one quality as much as possible. On melons, we pick out those with a blemish and set them aside to give away. We don't attempt to sell small ears of corn for a lesser price, we simple put them in as extra ears after people have made their purchase. We do the same with tomatoes--we display our tomatoes in baskets and sell them by the basket so they can see how much they are getting for their money. We put a card on the basket so they know what the price is instead of having them by the pound where they don't know how many pounds they are going to get for their money. We don't leave them in the basket and we check them over when we put them in the bag. If we find a blemish on a tomato that we didn't notice when we put it in the basket, we give them a replacement and put that tomato in too. We try to give them satisfaction and their money's worth.

DR. HENDERSON: Thank you very much, Mrs. Renick. The final member on our panel is Pat Gardner of the Gardner Farm Market of Wexford, Pennsylvania.

PAT GARDNER: I feel like I shouldn't be up here--I figured my profit and loss statement already this year and I am sure if Dr. Cravens could have seen it, he would have blocked me at the door for fear of my corrupting the people that are here! Anyway, I like what I am doing.

My market is located about 12-15 miles above Pittsburgh on Route #19. The traffic flow is very, very heavy. Week days now are like Sundays used to be 20 years ago. Sometimes it is a hazard to get in and out of my place, although I have plenty of parking space and very good routing in and out. My market is a converted hay shed that has a canopy over the front. It looks very farmy. I'm kind of kicking myself for being so dumb all these years because in the last couple of years I have found that a farm atmosphere increases the business very much.

Of course, the customers are changing now. It used to be that people came in to do their weekly produce shopping. Now, it is getting so more people want something fresh and grown there. I think one of the best things we ever did was plant a row of corn along the highway about 600 feet. On the other side of the market I have a garden of about six or eight acres of land that I can use. At the time when I started, my interests were more in selling than raising, and it is in only the last couple of years that I had foresight to ask my landlord if I could use

the available land there. It has worked out very well. Just planting the corn along the highway has increased my sales at least 30% in one year.

Now that my son is back with me, I've started to grow more. I grow everything that I can grow, and fill in from other farmers near me. There is one farmer that I buy all my apples from because I think he has the best. I do buy from the produce market, but I don't buy junk, I buy the finest quality I can and price is no object because I feel that the type of people I deal with are looking for quality. Price is just about ignored completely. There are several other good farm markets near me, plus one junk produce market. When I advertise I put on a sign the name of the product that I want people to inquire about. I try to stick to something that might be a little bit unusual and not too obviously in season, because they can see the corn without putting a sign up.

I used to be a dealer serviceman for American Fruit Growers and in my course of travels around the county I ran into quite a few people who led me to believe that a roadside market was an easy way to get rich. I've never forgiven them. I know it's not true. But, one of the best pieces of advice I got about pricing was from a Jewish produce dealer in Uniontown, Pennsylvania. He gave me two very good pieces of advice when he found I was going to open a market. One was that if produce is moving too slow, your price is too high--regardless of what you paid for it or what it cost you to raise it. And, second, if it is moving too fast, you're too cheap. I think adjustments, and living to learn with things like that, are very helpful.

DR. HENDERSON: Let's move along to some questions now. We've certainly had some very interesting descriptions of market operations and a variety of price strategies. I think at this time we will move to questions from the floor.

Q. Mr. Steinbauer, HAVE YOU CONSIDERED THE PROFITABILITY OF ADDING A SECOND CHERRY PITTING OPERATION? A. (Steinbaurer) Well, in our locality there are three cherry pitting operations and we are one of them. We only have about 12 acres in tart cherries so we figure that one operation can do it. This year I sold all the cherries off that 12 acres in a nine day period (we are closed on Sunday) and if I can do it in two weeks I feel that I have done the job right.

Q. Mrs. Renick, HOW MUCH DID YOU GET FOR THE CANTALOUPES YOU SOLD? A. (Renick) Well, we usually price them a little bit higher than the grocery stores. My husband figures if no one objects your price is too low. The smallest melons we had last year were 25¢ each. If they are smaller, we gave them away. A melon for 25¢ might be misshapen, but still a good quality melon. Then we had some large muskmelons (Burpees for 99¢), but we only had a handful of those. Surprisingly, we had one crop of melons that were absolutely big melons and we had just finished a crop that were absolutely small melons. We had been selling melons for 29¢, 39¢ and if we had a melon for 59¢ it looked gigantic. Then we had these melons that looked like watermelons! People came up two or three at a time to get those melons, so it didn't seem as though price was any object. They were beautiful! A. I have

a way of dealing with the guy who complains that your price is a little bit high. I look at him very innocently and say, "You know, you are the first person who ever told me that." It really shatters them.

Q. Mrs. Renick, WHAT ELSE DO YOU DO WITH YOUR PRICE-CUTTING COMPETITOR A. (Renick) Really, we ignore him. If we are close in price (10¢ difference) we get a lot of competition; 20¢ or more, we can forget him. He doesn't do anything except hurt himself, because when he is 20¢ or 30¢ lower people think there must be something wrong with his. They go on by. But then, if we are 59 and he's 45¢, they'll turn around and go back; we're simply a little higher. Let there be enough price difference and just forget him.

Q. To the entire panel, DO YOU DISPLAY YOUR PRICES IN THE MARKET USING A LOSS LEADER, OR DO YOU PRICE AN ITEM AT COST? A. (Molyet) Well, we have our prices marked on everything and we don't use any loss leaders. One thing that I think the roadside marketing business should be aware of is quality, and don't sell it too cheap. If you make things too cheap, it won't move. Keep your prices up and you will create an atmosphere where the customer thinks you are proud of your product. It is a lot easier to sell that way. If you are not proud of it, your price is way down and you are going to be stuck with it. In relation to Mrs. Renick's idea of giving away the melons, we don't do that. We try to only sell the best melons and we give inferior melons to people who are less fortunate; we always have people coming along who look poor and have several children. We always felt that those people who could afford to pay for the product, let them pay for it; for those people that can't, we will give that second rate stuff to them. I think they really appreciate it; they are always hungry and eat it up in a hurry. If you give too much away the people that can afford it soon become tired of it for that year. A. (Foote) We price everything to show we sell everything at a legitimate profit; we don't price anything too high, and we don't give any loss leaders. We have one item we run fairly high-priced. We set a price on sweet corn at the beginning of the year and we stay with it. Last year we stayed at a dollar a dozen from the beginning to the end. I should take that back; the first two weeks we were selling at $1.20 a dozen. There are five growers in the area, and we pretty well stay competitive with each other; there is maybe a 5¢ to 10¢ difference and I generally run the highest price. A. (Renick) We use a card listing the various products so that people can see what our price is without having to ask. If they think it is too high, they don't embarrass themselves. If they like what they see, they pay for it.

Q. For the entire panel, HOW DO YOU PRICE CONTAINERS THAT COST MORE THAN A PAPER BAG, SUCH AS A BASKET? A. (Gardner) I don't think I take into consideration the cost of the containers. When I sell half a bushel it is always a little more than twice what the bushel sells for. I don't use expensive containers. A. (Renick) We put everything in bags, even if we use two or three bags for a half a bushel. A. (Foote) We generally let half bushel baskets go with the commodity. Everything in smaller commodities we transfer to bags of some kind. We let items such as tomatoes that are in peck baskets go because of the bruising qualities of them. A. (Steinbauer) Well, the only thing I can say is we usually do give a refund on baskets that people bring back, but we try to include the price of the basket in the sale

price. A. (Molyet) Ours is a good deal the same as Earl's. We package it in sacks and if it is a half bushel we let that go. The small quantities we put in sacks. A. (Foote) Let me add one more thing. If we could eliminate some of the labor of changing it, I think we would. We feel it is a waste of time to transfer product to a bag at the time of a sale, but it is necessary time, because the smaller baskets (quart, 2-quart, 4-quart baskets) become fairly expensive for the amount of the sale.

Q. Mr. Steinbauer, WHAT IS THE RETAIL MARKET FOR ASPARAGUS, YOUR WHOLESALING EXPERIENCES AND STORING EXPERIENCES? A. (Steinbauer) Well, on the retail marketing of asparagus, we pack all asparagus off of the line run in the sales room. At all times we pack for wholesale, but we keep 3-pound bags which sold at three pounds for $1.00 last year. We usually use the shorts. There isn't as much demand for the shorts as their is for longs, on the supermarket end of the deal. Price-wise, we ran a bushel of 30 pounds last year for $9.00. Storage of asparagus is about a three day deal, when you are wholesaling. Usually, we try to run the fresh asparagus through at the sales room

Q. DO YOU APPLE A UNIFORM MARK-UP ACROSS THE PRODUCT LINE, OR DO YOU VARY THE MARK-UP ACCORDING TO SUPPLY AND DEMAND CONDITIONS? A. (Molyet) Well, I think our prices are quite stable from one year to another. We raise our own vegetables, so we keep our prices about the same. This year was an exception with potatoes. Potatoes were higher, so our price was higher this year. As for fruit, we buy our fruit and we try to keep it competitive with our other markets. WOULD THIS IMPLY A MIXED MARGIN PRICING? Yes. This is very much mixed. Apples will cost you $3.50 a bushel for Red Delicious, but you might buy some other varieties for $3, $2.50, or as low as $2; so you'll make more on the lower priced ones. But, we don't try to price them too high. In our case, we use the fruits only to keep the market with a full line. A. (Steinbauer) In the past we have always raised what we have sold. Now, I am getting into a new trend of business; we are starting to buy and sell. This has presented quite a few problems for us. We don't know why we are raising some crops, because we can buy them cheaper than we can raise them. So, it is going to be another year or two before we really make up our minds what price range or how much mark-up we are going to use. We are new at it, and it is going to take some time to figure it out. A. (Foote) I guess our biggest competition is with chain stores. There are several roadside markets in the area, but there are enough customers to go around to all of us. So, we do stay competitive to this point. If we get really high priced, we loose our business. Although we try to buy a better grade of the commodity, we have to sell at competitive prices especially in the western-shipped items. With sweet corn we aren't competitive in any way; we keep it at $1.00 a dozen. Chain stores may be down in their specials as low as 29¢, but we still sell our 5,000 dozen a week. DO YOU VARY YOUR MARGINS OVER PRODUCT LINES? We don't vary the margin, the percentage of mark-up stays pretty much the same. However, with basket items where we don't have to handle the product, we usually have a lower margin than on the pound sales items. A. (Renick) We sell some things wholesale, too, so we have to take into consideration what the other markets that we deal with are charging. That is one reason that our corn price stays competitive with the other good markets around us. Sometimes we even trade items when we are short on certain things. Some things we don't attempt to raise;

we go according to what competition sells and according to what the grocery stores sell. We might be higher than the grocery store on some things, because ours look better. A. (Gardner) Generally, I try to work flexibly from a 50% mark-up, but I'll give you an example. I grow all the tomatoes myself and I have them on display. I try to make as many as four or five displays with the finest tomatoes at the highest price, and then put them up in quart, half peck, peck baskets. If they are not moving fast enough and are getting too ripe, I put them in bushel baskets. For example, if the fancy tomatoes aren't moving well at 39¢ a pound, I bring them down to a point where they do sell. You have to kind of regulate it. You can get federal market news from most any terminal market (it is mailed free) and it would give you an idea to base your prices on. I don't worry too much about what a supermarket's price is on corn, because I know that most of the corn they buy is from the produce yards. For example, when it was so scarce, I think it could be bought down there for $2.50 a bag. Corn that I had to buy from my supplier when I didn't have enough for myself was $3.75 for five dozen, and I worked at less than a 50% mark-up. I think I charged about $1 a dozen. The other farm markets were getting 95¢, but when I pay a price like that I can't afford to try to compete with corn that costs 20¢ less, so I don't try to.

Q. For those that buy produce for resale, DO YOU BASE YOUR MARK-UP MARGIN ON BUYING PRICE OR SELLING PRICE? A. (Foote) I base mine on what it costs me.

Q. Mr. Steinbauer, WHAT IS YOUR CHARGE FOR PITTING CHERRIES? A. (Steinbauer) We run at a flat rate. Last year it was 23¢ a pound for pitted cherries--these were pitted free. We also run it at 10¢ a pound, pick-your-own plus a 3¢ pitting charge on top of the price.

Q. Mr. Foote, HOW DO YOU HANDLE 5,000 EAR OF SWEET CORN ON A WEEKLY BASIS? A. (Foote) We pick directly into field wagons. If you hand pick, we back this wagon into our sales area and the customer picks their own. They have the privilege of stripping the corn down completely or they can take it as it comes. From this point they carry it to the check-out and we bag it. In previous years we had let the customer do his own counting, but we found out he had forgotten how to count over the years!

DR. HENDERSON: If there are no more questions, I think we can close the panel. We certainly owe our panel a big vote of thanks for participating. Tom, I'll turn it back to you.

TOM McNUTT: Thank you, we certainly want to thank all our participants this afternoon for the fine program. I hope you got something out of it, I know I did. I also hope you had a good time. The meeting is adjourned. See you at the banquet.

GET-ACQUAINTED BANQUET

Vern A. Vandemark, Host
Extension Economist, Food Distribution
The Ohio State University

Ladies and Gentlemen, welcome again to the Thirteenth Annual Ohio Roadside Marketing Conference. My name is Vern Vandemark; I am Extension Economist in the area of food distribution at The Ohio State University. First, I would like to introduce the wheelhorse behind all this, Dr. M. E. "Gene" Cravens. Now, we have the youngest member here that I would like to introduce; I'll go down and get him out of the crib. We have to introduce him now because he is going to bed. Hold him up--who is responsible for all this? This is Jeffrey Wood from Sturgeon Bay, Wisconsin. Not only is he the youngest, at seven months, but he came a long way. Thank you.

Well, as Gene billed this, each market operator will introduce himself and give an idea that worked or failed to work for him during the past year. Ideas that failed are sometimes of greater interest and value than those that worked. Operators are interested in both good and bad experiences of other operators. The ideas from this session alone could be worth more than the cost of the Conference. So, let's get the dollars rolling in.

I think we'll start right out here and go around the tables. Last year we asked you to introduce yourself; if there is more than one from the organization, to introduce them and tell us something about your organization, some high spot of it. This gives you an opportunity to see people who are doing something that you may be doing and want to know more about, or doing something that you're interested in trying. This is really an opportunity to talk with the experts. We have 335 experts here, so without further adeiu, we are going to go right down the tables.

My name is Joe Lupica. I operate the Kirtland Greenhouse in Kirtland, Ohio, and a couple of open-air markets that we just acquired (one with an orchard--nothing exceptional).

I am Larry Youngs--I spoke to you this morning. One of the things we talked about this morning was advertising; it pays to advertise. One thing that I didn't tell you was that I am a bachelor. I wouldn't want to say that the young lady I've been going with lately is Young, but I have trouble finding a wine that goes with peanut butter and jelly! We talked about what worked well for us in the cider and grape juice operation (which went really well), and also our pick-your-own. Even with Hurricane Agnes, it helped us out somewhat; but all in all our operation hopes to expand and continue to grow each year.

I am Ed Mason from Lake City, Pennsylvania; this is my son, John, on the right. We dried Mr. Weikel's caged tomatoes this last year and had very good luck with them in spite of Hurricane Agnes. We raise a high quality tomato this way. We tried a promotion scheme which backfired a little, but worked quite well. We had a garden club ask if we'd like to put exhibits in their garden show. Communications were poor, evidently, because we took a lot of spring flowers plus some vegetables and we got there and found that it was just vegetables. We had 25-30 beautiful mum plants and we thought we were in a mess, but we left the vegetables that were supposed to be on exhibit and told the garden club ladies that they could auction off everything else, including the mums. We probably got $5,000 worth of publicity out of that. I had another experience--last spring, about April, a stranger stopped and said, "Hey, did you ever handle perennials?" (We have only been in annuals for two years and knew nothing about perennials.) "I've got about 2,000 perennials that I'll sell you for 20¢ each, and if you dig the ditches I'll plant them and fertilize them." Well, I didn't see how I could go wrong. We retailed most of those for $2 or $2.50 each, and that's the 10% profit I like to get. We had another cute thing that happened. I spent a little time in the hospital this spring, so my son planted most of the seed. He had some kohlrabi and although he'd never heard of kohlrabi, he thought if his Dad had bought it, he must have wanted to plant it. So, he put the whole thing in and we had about a quarter of an acre of kohlrabi. But, you know, those that didn't know what it was bought it out of curiosity and the older people who knew what it was also bought it; we sold the whole thing. Then we tried another promotion, an idea I stole from Fred Funk--a corn roast. We call this our "successful failure." We advertised in the paper and on the radio and, of course, we had a beautiful rainy Sunday. I had a tent and some entertainment lined up (country and western music) and we served roasted corn, hot dogs and pop. We thought the whole thing was going to be a complete bust--the entertainment didn't show, and it rained all day--but we still gave away a thousand ears of corn and sold about 30 pounds of weiners, so that publicity was worth an unlimited amount

My name is Dave Wagner. I am from North East, Pennsylvania, about 15 miles east of Erie, Pennsylvania. I am here with one of my employees, Dorothy Schultz. I have about 50 acres with a very small fruit stand which I wish to expand. I palletized all my large baskets of peaches and anything I had in bulk containers. I just used pallets; it is easier that way.

My name is Tom Hoebeke from Grand Rapids, Michigan. I'm with my father-in-law, Lester Kober.

I am Lester Kober from Grand Rapids, Michigan. I am a newcomer in this business. Of course, I have been studying it for years, but because we were too tied up with storage, packing and other work that we haven't gone far. But, we do have the building built, so next year maybe we'll have something to tell you about.

I am Jim Robinette from Grand Rapids, Michigan. I have been in the wholesale apple and peach business all my life. A year ago we built a cider mill; this last year we put in a donut machine and now we are looking forward to more things to add. My wife, Mary, has been conducting tours for school children on a fee basis. These have been very successful, so I think we'll expand that.

I am Howard Atkins from Amherst, Massachusetts (western part of state); my wife, Ruth, is with me. This past year we made a major expansion on our 10-year old retailing business by adding a $150,000 investment. Two years ago we bought out our competitor across the road and closed that business on Thanksgiving Eve. The question was whether or not the dollar volume from the junkie establishment on the other side of the road (which I actually had been running for two years) would move over to this new building we had completed, or would the people believe that the prices would be too high for them and fade away from our sales area? It would appear at this time that the people who, for the past 10 years or more, chose to buy at a junky place have moved over completely to the place that we have just completed building this past fall.

My name is John Bell and I live in Barrington, Illinois; my wife is with me. I am supposed to talk to you tomorrow and you're probably going to hear more then than you want to, so that's all I have to say.

I am Roger Powers, with my wife, Betsy, from Pittsford, New York. We are newcomers to the Conference and newcomers, somewhat, in the roadside marketing business. We have one new idea that my wife can take most of the credit for. We had a concrete floor in our new building that she warned me all along wouldn't do. She said that we had to have a wooden floor, but I wanted to store heavy equipment in there in the winter time, so we went with my idea of the concrete floor. Within two weeks after we opened, however, we put wall-to-wall carpeting down. This sounds extravagant, but it cost us less than $200; it was an indoor-outdoor sort of carpeting that I would recommend highly. We used to sweep five or six times minimum on the concrete floor, and it still looked a mess. We thought of painting it and so forth, but as soon as we put that rug down we just fell in love with it. If I have to replace it every year (although it is guaranteed for commercial use for eight years) we probably won't, but if I had to spend the $200 every year I would put down a new carpet.

(Dr. Vandemark) Who said you can't get ideas here? You talk about throwing things out--I said to a housewife once, "Why don't you get rid of all of those things that just sit around here, have no earthly use and smell funny?" She did--she threw out three dishes of lima beans and her husband!

I am Wayne Wickerham from Huntsville, Ohio; with my wife, June. We are rather new to this, too. Several years ago we realized our daughters were about ready to graduate from high school and they needed some money to go to college. So, we started a little front yard operation. Now it has gotten out of hand--we are putting up a building, had to widen the driveway--and we'd like to have a little competition. We don't have any in our area. It takes a lot of work, but we thoroughly enjoy it.

I am Dal Lawrence, and my wife across from me, from Findlay, Ohio. Our ambition is to try to get tomatoes ripe when the customer wants them. They'd like to have them about the middle of March; and every year we seem to be able to get them out a week or 10 days earlier. Last year, I remember Mr. Weikel talked about

cages for tomatoes; well, we incorporated that. We put our tomatoes in clear plastic and then we make a rectangular frame out of wood with a cage over that; not a cage, but a tent out of wire. We bend it at the end and then pack it down either side and put clear plastic over the top. Of course, we put the tomatoes down in clear plastic, too. That requires some weed spray to take care of the weeds, but it is something that I would recommend. I think we had tomatoes last year about 10 days earlier than the year before. They are New Yorkers, of course, and we give them fertilizer and whatever else it takes, because people do want early tomatoes, the earlier the better.

I did most of my talking this afternoon--I am Bill Eyssen from Mapleside Farms near Cleveland. Actually, two things that we added this year were a cider mill and also a brochure to promote some of our gift box lines in all three houses based, primarily, around one product--apples. It is a little difficult for me to tell you if this is going to be successful or not, because we just got them out around Thanksgiving, but we have received a lot of orders from it and I imagine we will be going around the country sending out brochures. This is my wife, Jane, who is in charge of the apple house and my son who is in charge of the cider mill.

My name is Reed Varian from Varian Orchards, which is my father's operation, near Canton, Ohio. We just built and opened a store the 1st of November and found out right away that we should have opened it the first of June, but we didn't have it up in time. One thing that I would add is the fact that from the conception of the idea to the completion of the idea, our whole approach was to be unique and to try and do it in one giant step, rather than rely on evolution. So, we designed a building we are very proud of. It's a round barn in structure and it is void of any center support, so as you walk into the building you can look up and be impressed by the wonders of wood and construction. But, the idea was to develop a building that would be attractive to the eye. We call our place The Apple Barrel which, of course, lends itself to the round building. My father provided the capital and I provided the advice, but I think one point I would like to make is that there is a lot of room for relatively small capital effort with a good deal of planning involved. We have been thinking about this market for two years, in terms of detail, and finally decided on the round barn type structure, the name (which we think is very important) and our product line (which is primarily apples, fruit and other related novelty items). We keep thinking to ourselves, "Well, we are going to get into vegetables in a big way," but up to this point we are going to stay with apples, specialize in apples, and promote this as a quality item and try to also promote apple novelties that the consumer will pick up as he or she comes to the market.

My name is Don Lane. I am with the Ohio Department of Agriculture, Division of Markets; fresh fruits and vegetables and shell egg inspection work.

My name is Fred Finney and I am from Melrose Orchard, Wooster, Ohio. I am down here looking for some new ideas.

Kenneth Burrer from Shiloh, Ohio, representing Spring Hill Fruit Farm; and my wife, Mary Jane. I think probably the best thing that happened to us (and it was free) was that we got in on a country-wide drive-it-yourself tour last fall. We got a lot of advertisement; the turnout was beyond any expectation and if any of you ever get the chance to get in on one, it sure pays.

Les Rothman from Hidden Valley Fruit Farm. You heard me all afternoon, so I am going to let my wife do the talking, Virginia. The only thing we could think of that we might share with you is about two years ago we decided to go from paper apple bags to draw-string plastic bags. We were very apprehensive about it; our market is very rustic and we weren't sure plastic bags were going to be proper in that setting. But, we did go to the plastic bag with a little consumer reaction--they weren't real happy about it. So, this year is our second year in the plastic bags and, about the middle of the season, we ran out of the peck size and had to go back to some of the paper bags that we had been using. Talk about customer reaction--they didn't like our paper bags a bit after they had been used to seeing the apples all the way down to the bottom in the plastic bags! So, if any of you are contemplating going to the plastic bag, I think your customer reaction will be much less than if you have to go back to the paper after they have seen the apples to the bottom.

I am Bill Steuk, Sandusky, Ohio; my wife Margaret is with me. We operate a roadside market (which has been going for many years) together with a small orchard and a small winery. This year we increased in business as a result of blacktopping our parking lot or just a trend of the times. We have always had small tours of school children, and this year we accelerated that by giving a nice tour with donuts and cider and a little bag of souvenirs to take along. The reaction was terrific! These youngsters, of kindergarten age or 1st or 2nd grade, would return with their parents to point out to them the things that they had seen on their tour. I think it did us a lot of good; I'm sure it did. One of the things that I would like to mention which I don't fully understand is that we have a small winery, as I told you, and the most expensive wine that we sell had been an Ives wine at $1.95 a bottle. Perhaps many of you have seen a news release referring to an auction where a bottle of wine sold for $5,000? This is inclined to make one restless, you know. We had slowly been establishing an old time wine grape that makes an excellent wine. Finally, we had some to sell and priced it at $5.00 a bottle. Much to my surprise, it outsold many of the cheaper wines! As I told you, I don't exactly understand this, but I think there is terrific potential of spending power running around loose in this country.

(Dr. Vandemark) I used to hear that poverty was catching--you could catch it from your wife! I think you could catch it if you went to Mr. Steuk's.

I am Bob Horrocks, Ridgeview Orchards. I am not the youngest person here, but probably one of the newest. We just acquired the old Bowser Fruit Farm near Ashtabula last July, and we are here to learn. The highlight of my summer, I think, was transplanting hundreds of asparagus seedlings that my son-in-law (who managed the farm) had started. We will have enough asparagus to furnish northeast Ohio for

two or three years. This is my wife, Martha. I was just going to say that I came with her, because she's the treasurer.

I am Jim Reimann from Evansville, Indiana. I have pick-your-own strawberries on some 19 acres in four locations, and I guess that's about all you need to know. I'd like to know how to handle 3,000 bales of straw, though, if anyone has an idea. That is the hardest part.

I am Phil Ahrens from Huntingburg, Indiana. We are in strawberry plant sales, primarily, and this interest in pick-your-own has been very good news for us to hear. I might tell you from the plant sellers point of view that during the last several years there has been a tremendous increase in interest all over the midwest in pick-your-own. From what I have heard about the prices people get around some of the cities, I think maybe we are selling our plants too cheap. We also sell a few strawberries on a pick-your-own deal; we have about 10 acres, just as a sideline

Charles Riehl, Clyde, Ohio; this is my wife, Susanne, sitting beside me. We have been in the roadside market business quite a few years; built a new structure last year and hope to pick up some good ideas here this year.

I am Carl Young from Young's Jersey Dairy, Yellow Springs, Ohio. We are a roadside market, but it is kind of a sideline to us. We're basically dairy farmers, but this kind of weather you can't dip much ice cream. I took a vote this morning on who all didn't want to milk, and I brought with me the four people who got in the car first. Beth, stand up. Beth is a Wright State student and she has been managing, what we call our Produce Porch. One of our biggest problems the last few years was trying to buy produce, because we don't raise it; we are just starting to raise our own and we had been taken pretty thoroughly by the shysters at the produce market. But, we sent this sweet young thing down there with the truck every morning and when the summer was over I think she had them. My son, Brian, and Steve Randall are also with me. They are managers of our production force; they are our production force. Last, Dorothy McNelly, who is our business manager. We have two dairy stores, and we are ready to open a third. We have migrated into the bakery business which we have found to be a beautiful complement to the dairy store business. Two things that I might pass on that might be of interest to you--we opened, seven years ago, a store in a community of about 10,000 people, and we found ourselves with no way to advertise. I think many of you might share this problem. We were there, but nobody knew it. So, we started what I intended to be just a flyer. I was going to carry it door to door; just to hand it out to tell people what we had Today we have a 30-page shopper which is also, in effect, a newspaper. It does everything a newspaper does, and has all the community news, but we still call it a shopper. It has done two things for us: first, it has made us a little money, but more importantly it has made us a center of that community. If you want to get your name in the paper, or if you have any news (organization going to have a meeting, school club is going to do something, or whatever) you've got to come see us. It has been very effective from that standpoint. Secondly (a thing that has come along by accident) we have a lot of high school and college boys and girls that work for us. There is nothing like young people who don't know what they are going to do;

they are all going to be artists, so we gradually just gave them the paint and brush and let them try their hand on the windows. I never know what they are going to put on there and sometimes they have to interpret it, but it has been very interesting and we have the most fascinating window displays in our part of the country. It is all for free and the kids have a great time at it.

I am Al McKinstry from Chicopee Falls, Massachusetts. My wife and I run a 100 acre farm of vegetables, which we sell at our roadside stand. We built the stand in 1950 and have extended it three times since. Two years ago we converted to self-service. I didn't have enough floor space to use shopping carts, so we bought woven wood baskets which we leave inside the door. These have folding handles so the customer can pick them up, put items in the basket and bring them to the check-out counter. That is one thing that worked out very well for us.

I am Bill Tuttle from Tuttle's Red Barn in Dover, New Hampshire. We wrestled for years with the problem of having to drop our price when we had a surplus of one type of vegetable to get rid of. We came up with a partial answer through letting people sample them. We had some extra corn so he had a corn roast. We advertised it well and ran out before the corn roast was over. We grow most every kind of vegetable you could think of, and we have problems at times with some of them. Last summer we had a problem with eggplant. It was very wet all spring and it shouldn't have done well, but for some reason it did; so we had extra eggplant. Normally, we'll sell a bushel or a bushel and a half a day, so we decided to bring down our deep fryer from the house. We cut the eggplant into chunks, deep fried them and offered it to people on tooth picks. We sold at a rate of about 15 bushels a day for the week that we did it. We have been in business for 17 years; my father owns the business and some of the people shopping there (who we recognize) had never tried eggplant before, so this is the kind of thing that can stimulate activity. We are open on Sunday (closed Monday) and we have a platter of lettuce, radishes, summer squash, cauliflower, broccoli--most any vegetable that is fresh and good raw--cut up and served with a sour cream dip. People try it and it creates some activity, is good conversation piece, and it sells merchandise. One other problem we have is that we get a lot of people asking us about organic practices. They are very upset because we use sprays, so they question us about it. It was hard to deal with--it would take a long time to explain and then you still didn't convince them--so this summer we took about half acre of one field, made identical plantings and treated half of it organically and treated the other half normally, the way we treat the rest of the farm. Colorado potato beetles just completely demolished everything; they started on the eggplant because we had transplanted that from the greenhouse, and by that time the potatoes were up so they went after them (wiped them out), then the tomatoes, and they ended up with the turnips and carrots--they completely leveled the organically grown side. We had wagon tours going round the farm so this is available to look at. It was quite an effective demonstration.

My name is Otho Wells. I am from the University of New Hampshire, where I am Extension Vegetable Specialist, but I am here on leave for six months studying in "the great state of Ohio." Your agricultural economics specialist (and coordinator of this Conference) Gene Cravens was with us last year, visiting markets. We have

about 350 roadside markets in New Hampshire, some smaller and some larger, but we think the retail marketing end of it is a growing business. We appreciate very much your man coming out to be with us.

My name is Glen Krum from Catawissa, Pennsylvania. My brother and I are in partnership together and we have about 50 acres of orchard and we feed about 10,000 laying hens. As you heard from those speaking today, it has its ups and downs. That is for sure, but we have solved most of the problem ourselves. We grade and pack all the eggs ourselves and sell through jugging operations, such as small stores. We farm about 350 acres and work on that when we don't have anything else to do, but we expect to expand in roadside marketing. I must admit that 90% of our fruit we sell at our farm, but Hank Milstein has been telling us for two years to get out and build that new fruit stand with cold storage. I say, I'm tired of going to the bank and he says that after we build that we'll be taking it to the bank. So, we hope to find out soon after we recover from Hurricane Agnes.

My name is Bill Boose; my brother, Jim, is with me. We are from Norwalk, Ohio. We have primarily been in the wholesale business, but we're going to try our hands at the retail business this spring. We are going to break ground in March, and we are here to pick up a few good ideas.

I am Henry Hilger from Fort Wayne, Indiana; this is my boy, John. My other boy skipped out; we told him he was supposed to tell the story so he left a little bit ago. These boys do most of the farming now. We have a fruit stand on Route #30, between Fort Wayne and Columbia City. We primarily farm potatoes; we have 340 acres each year and this year we've got 30 acres we couldn't dig that are still in the ground. We had a lot of trouble with the weather up that way. I guess you did, too. We're just starting a roadside stand and really are enthusiastic about it.

My name is Gordon Nye and I am from the St. Joseph-Benton Harbor area in southwestern Michigan. I farm with my father and older brother. As part of our fruit growing operation, we have a retail market which I manage, along with my wife, Diane, who is with me. In the winter time we also retail apples out of one of our cold storages. One of the best experiences we had at our fruit market this past year was at the close of the season, right after we closed. We took our four employees out to dinner one evening. I think they really appreciated this; we had a good time. We gave them some gimmick fun gifts that were examples of their personalities or an experience they had during the retail season. We felt it was a really good way to end the season with these folks; they'd been with us for two years and they were good help. Really, we are rather new in this retail business, at least with having a market. This is going to be our fifth season in operation. This is the first time we've been to this Conference and both Diane and I have really enjoyed it. We've certainly been learning a lot, and hope to be back.

I am George Kohl and my wife, Marian, is with me tonight. This is our second year here; we have enjoyed it immensely. In the western New York area, where we hail from, it wasn't exactly the best growing season, so I don't think we have any innovations. We're just thankful we hung on and stayed in business.

Homer Weikel from Weikel's Market in Middletown, Ohio, and my wife, Helen. We just returned from Germany last Saturday after six weeks of visiting in the grape areas, so these talks on grapes this morning made us do a lot of thinking. I was just wondering if the man who is providing all the supplies is providing a taster or not? In the little village of 3,000 where we stayed in Germany they had one man who did the tasting of all the different wine crops because every house developed their own wine, picked their own grapes and so forth. Of course, it was a small area, but a vast area of grapes everywhere. This man went from place to place and tasted the wine, tasting it as it developed and then told them what they had to add or take out so that their wine from that area would be almost the same type. So, it is rather interesting. Of course, I don't know what water is now, I'll have to drink the other. As to failures, one of the things that I thought I might point out here is our one absolute failure this year. We planned on using irrigation by the drip method on our tomatoes so we bought all the equipment and had it ready. Well, it rained, rained, rained and we hardly had time to plant the tomatoes until the first of July, then it got so dry, dry, dry and we didn't have the equipment out so that we could water. That was the failure we had for the year.

Herbert Hull from Belpre, Ohio, here with my wife, Doris. Just building a market so will probably be the latest addition to the Ohio market.

I am Bob Young from Riverhead, New York, and my wife, Elinor. We are here for our first time this year, and I hope, by attending this meeting, we will go home with a lot of new ideas. We have been at our stand now for seven years. We are primarily potato growers; we used to raise 300 to 325 acres of potatoes, but the last couple of years we have been cutting back and developing the retail business on the farm. We have fruit trees and we grow a complete line of vegetables which supply the market throughout the summer months and in the fall we have our apples some are from trees that we have had on the farm for 30 to 40 years and others from new plantings that we have been putting in the last 10 years. We retail all these fruits and vegetables at the market and also have our own cider mill now, so that takes care of all the utilities that we have instead of giving them away.

I am Roger Gloss and this is my wife; we are from Sheridan, New York. This is the third time we have been here and I finally met another couple that knows where Sheridan is, but they are from western New York, too. We had to rebuild our market this year, not because we wanted to but because we had to. We have a color combination (red and white) we have tried to stick to since in New York we have to be so many feet back from the highway. You always like to get right out where people can see you. We have what we call our corn table or wagon; an old peddlers wagon we have painted red and white. It is small, probably just holds five or six bushel when it is full, but my wife made an umbrella for it (red and white, of course) and we think people can see this really good coming up the road. I guess everyone has bad experiences, and probably the worst thing I did this year was buy about $2,000 worth of irrigation equipment in late June, and that certainly was bad timing.

My name is Bob Hastings and I just acquired a small fruit farm in north central Ohio, near Loudenville, last May, so I don't have much in the way of innovations yet to pass on.

(Dr. Vandemark) They said that when President Nixon went to China it took seven hours for their first dinner. Trouble was that before dinner Dick decided he was going to eat with chop sticks and the first course was soup! We are sort of going on that same schedule; we need to speed up a wee bit. We want to hear your stories, but just as fast as possible.

Ed Parrish and my wife. We have a roadside stand in Newport News, Virginia. We also have a farm in North Carolina, 75 miles away, that puts us driving back and forth a great deal.

I am Jo Ann Premilovich from Brown City, Michigan, and we have a strawberry/raspberry pick-your-own. I am just here to learn.

Curt Remus from northwest Indiana. This is the first time I've been over here. One of the best ideas we have come up with in a long time is we invested in a beautiful team of Belgian horses. We are in the old-fashioned hay ride business and this year, at Christmas tree time, Santa Claus himself made an appearance and was giving sleigh rides to all the good little boys and girls. It went over really big.

Jack House from Stony Creek Ontario, Canada. I am down here still trying to find out how to grow fruits and vegetables the way they picture them in the catalogs.

I am Mildred Bihl from Wheelersburg, Ohio, with my two sons, Joe and Jim. We have a vegetable farm and had a roadside market this year for the first time. It was highly successful. We also have prepacked vegetables.

I am Ralph ("Lot") Smith, a vegetable grower here in Columbus. I am here with two of my friends, Anna Steele and Bettie Smith. We just started a retail farm market this fall.

(Dr. Vandemark) You know, Lot hired a new boy when he opened his market and the first thing he said to him was, "Here, take this broom and sweep out the market, The kid said, "I'm a college graduate," and Lot answered, "In that case, I'll show you how."

I am Gale Williams from Carmi, Illinois. Our market is Williams Farm Market and we grow cantaloupes, sweetcorn and watermelons; my specialty is seedless watermelons.

I am Gene Stuckey with my wife, Rosalyn, from Sheridan, Indiana, just 15 miles north of Indianapolis. Our failure story was that we really failed to recognize the potential of our farm market this past summer.

I'm Frederick Gygax from Waukesha, Wisconsin. We are a partially vegetable, mainly fruit operation; namely, strawberries, pick-your-own and fresh pick. We converted from a 50% dairy and 50% retail fruit back in 1949, and enlarged our horticulture operation. We are selling all retail about four and a half miles out of the city of 40,000 population, about 23 miles from Milwaukee. This is the third time we have been here and I enjoy coming--we pick up some good ideas every year.

I am Tom Ward and I am the director of an anthropology program at Charleston, West Virginia. About six years ago we started trying to get the low income families to raise produce to increase their diets and through these efforts we've gotten several into farming. We have established a 6' by 6' roadside market, but at this time we have borrowed money to purchase a piece of property where we are putting up a new market building. We are here today to try to get into contact with some retailers. We need help--technical--and we need to know where we can buy. I have my market manager, Mike Barnett, and the president of the board of directors, Charles Pauley, with me. This is Robert Chase, who works with the federal government but is working with us now. At this time, we have had a lot of failures. We went into greenhouses and failed a bit, but we are learning; through our mistakes we have learned a lot. This is our second year here; every time we come we learn something. We are glad that we could come to be with you, and we want to come back next year.

My name is Jerry Witten, and this is my wife, Bonnie. We are vegetable growers in southeastern Ohio, where we have a roadside market. We had been having trouble with pilferage in the watermelon pile, and I came here last year and got an idea about how I could stop that. I went home and built a bed with a roof over it on a wagon, and now when the evening comes we just pull that wagon out of sight. One night before this when we had some rather large melons in the patch (I think we paid $2 for them), my mother knew that someone was in the watermelon pile so she flipped the light on and two fellows dropped a watermelon from under each arm and ran; so we thought it was time to make some changes.

(Dr. Vandemark) I heard of a grower who was growing some melons and to keep the kids away he put a sign in the patch, "Do not eat these melons--one is poisoned." The next day when he went out he saw his sign had been changed, "Do not eat these melons--two are poisoned."

I am Harry Black and this is my wife, Helen; we're from Thurmont, Maryland. We are fruit growers and have been retailing for 24 years.

Richard McCloskey from Jamestown, Pennsylvania, just over the Ohio line about 90 miles north of Pittsburgh. My wife, Barbara, is with me. We have 120 acres of vegetables that we sell about 75% retail, and 10 acres of pick-yourself strawberries. We also sell bedding plants and have three fiberglass greenhouses. I think the thing that went over best this year was our patio tomatoes. We started with 200 plants and we sold them all--of course, when you sell tomato plants with tomatoes already on them, people really think this is something. They thought they could beat their neighbor by showing them that they had ripe tomatoes already.

My name is Dick Breeden from Wauconda Orchards in Wauconda, Illinois; about 45 miles northwest of Chicago. My wife, Marge, is the real wheelhorse of our operation. I think we are really selling leisure time and family fun in contrast to the produce, the pick-your-own apples and all that we have. We are trying to go the old time, rural route with the grist mills, sleigh rides, blacksmith shop and so on. Up to now, we had been purists primarily selling apples. This year we decided to go into the gift business, along with our fast food kitchen, and we were pleasantly surprised to see about 30% of our gross was gifts and hand crafts. We had a number of demonstrations; we have a woman spinning, dying wool and things like that, all of which is to get the people from Chicago out. We sent out about 50,000 little newspapers like this. I just thought that if anyone wanted a copy they could see Marge, Mr. Cravens or myself and give them your address; we will be happy to send you a copy. Someone mentioned this morning the importance of keeping your roots on yesteryear. We think that is what it is all about, and one can do so very effectively through a family farm operation in a metropolitan area.

I am Dick Frieble from Shelby, Ohio, and I operate a small roadside stand.

Bob Johnson, Dornick Hill Farm, Crestline, Ohio.

Oscar Dowd, from Paw Paw, Michigan, and I am very happy this year that my wife, Irene, could come with me; we picked up a lot of ideas here. We have about a 75 acre you-pick blueberry operation. I would say one thing that we have done that hasn't been mentioned is we have gone around and visited some of these places that have been on your program. We've been to Bill Foards in Maryland to see his operation and that is a real eye-opener. Last year we went to Roxburgh's Country Store at Simcoe, Ontario. I think it is a good idea to visit some of these places that we have talked about here at this Conference.

My name is Milton Renick. My wife, Ruth, you heard from his afternoon. She stole most of my thunder, so I don't have much to say. We are thinking about putting up a market and I'd appreciate getting some intelligence on the subject from those people who have been talking about putting up all these new markets, if they'd contact me after the meeting.

I am George Butler from Germantown, Maryland. This is my wife, Shirley, my sons, Todd and Wade, and my daughters, Susan and Carol. We operate a family fruit and vegetable farm near Baltimore, and Washington; we have roadside stands and pick-your-own. I don't know how many of you people realize how much recreation we are selling with pick-your-own, but New Year's Day (it was around 60° in our part of Maryland) the phone rang and the fellow said, "Are you open today and what do you have that we can pick?"

Paul Linvill from Media, Pennsylvania, 20 miles outside of Philadelphia. We have an 80' barn and I am very much interested in this young fellow here that just built a round barn. Talking about pick-it-yourself, last summer I was wondering where all my help was and the next day when they came in they said that they were at Highland Orchards picking pick-your-own strawberries. One of the things that

we built last year, which we think was pretty successful, was based on an idea I got from Bill Penton. It was a well for vegetables and it had a sprinkling system. I stopped by his place this summer and his wasn't anything like the one he drew for me! Another thing that we did was to hire a manager and an assistant manager, and the assistant manager came with me today, Al Berkey. They have worked out very successfully and our gross sales have increased tremendously. The only failure is that I'm still working on our net. That's the secret.

I am Dick Solley with my wife, Barbara, from outside of Philadelphia. We just started in the roadside marketing business about two years ago. I think for all the longer we've been in it the only good thing we can say is that advertising in the weekly newspaper picked business up for us. One thing that we did try which didn't work was evening hours. This is the first time we have been here, but I think it is real good show.

I am from Westchester, Pennsylvania, and this is the first time I've been here. I'm in the orchard business and the retail business and I also have turkeys and poultry and some vegetables.

This is Bill Penton down at this end with my Danish dandy wife, Gunver. Would you please stand and let them see you? We had a Christmas party and some of our young boys brought girlfriends to the party and I had them all introduce themselves. The boys said to the girls,"If you want to be known, you'll have to stand and introduce yourself," and I admonished them right on the spot. So, I thought I would at least have my wife stand. This gentleman over here, who was talking abou the nostalgic angle of marketing, reminded me of this meeting as a whole and how it reminds me of the good old days. Of course, the good old days are when Grandma used to wear a night cap instead of drinking it. Then, looking at Vern over here, he is a so-called "marketing specialist," and thinking of a marketing specialist reminds me about the development of one--a marketing specialist is a man who starts out knowing nothing about everything, learns less about more until finally he knows everything about nothing! Well, we had one thing at the market this year that will probably go down in infinity and we'll remember it until our dying day. We carry a lot of watermelons to our market on our truck and we usually unload the bulk of them in front of the market. We always unload a load and put them in the cooler. Of course, the pallet is elevated on the fork lift at the level of the bed; so the pallet was loaded and one of my stalwarts backed the pallet up. The forks on the fork lift are just about long enough to reach half way through this pallet, and it so happened that as it left the bed of the truck the entire weight of the pallet shifted to the front. Normally, the pallet would have a board under the back that would hold it, but under these circumstances that board was too light and the entire load tipped off. Unfortunately, I happened to be standing there watching and if you've ever seen 60 crimson watermelon in Niagara Falls, you know it is a sight to have a movie of. OK, I have one more thought that I'd like to pass on to you. A number of years ago I heard a commencement speaker give this piece of advice. He said, "Do the best you can with what you have, where you are." Well, does it work. They told me it couldn't be done, but I grinned and went right to it. I tackled that job that couldn't be done and, by God, I couldn't do it!

My name is Fred Funk, from Funk's Farm Market in Lancaster County, Pennsylvania; that is 60 miles west of Philadelphia. We operate three farms and grow about 31 types of small fruits and vegetables; we have a retail outlet at the farm. We grow bedding plants, which I would advise anyone that may fit into this program to try, very profitably. When you talk about produce everyone seems to be getting the blues, especially bought produce that is shipped in by those shysters, but with bedding plants I think there is a fair profit margin. As far as ideas, I have been coming here and getting a lot of really good ideas; this is about the fourth trip since we opened nine years ago. For the rest of my ideas, I have to pay a 10% royalty to my friend, Tom Styer, and he gives me a lot of good advice, but it is a little more expensive than coming out to a meeting.

Tom Styer of Langhorne, Pennsylvania. I hear about this 10%, but I've never seen it yet! We are about as far as you can get in the southeastern corner of Pennsylvania. We operate about 600 acres of fruits and vegetables, and we have pies. Have my manager here with me, Robert Underwood. Most every successful fruit grower and roadside marketer in southeastern Pennsylvania has another source of income. Fred Funk, by the way, is the President of the Pennsylvania Retail Farm Market Association. His source of income is real estate sales. Paul Linvill over here is in the swimming pool business. Bob Balderston back here has a citrus grove in Florida. Bob Hodge, who is somewhere, has a mobile home park and I could go on and on. Now, to get down to business and some of our ideas. We find that when we have a surplus of products, like sweet corn or something, we never lower the price; we will give them an extra dozen. We even carry this along with peaches. This is a good idea though, never to lower the price. We find this works out very well. The person comes in and, where they would ordinarily buy one dozen of sweet corn, you charge them for two--they take three and you get rid of your surplus. You sell twice as many dollars worth as you would normally. We have gone into citrus to complement our apples. It hasn't hurt the sale of our apples at all. One more thing we are doing is expanding--we are doubling the size of our store and putting in a new oven; we'll have it in next summer--capacity will be about 300 pies an hour. That's about it.

My name is Joe Nicholson, and my wife, Marilyn. I am with Red Jacket Orchards, which is a family-run operation. Last year was my first year here, and we've tried a number of new things--ideas from last year's Roadside Marketing Conference. One of those ideas was to get into the apple pack business. We had New York State cheddar cheese with New York State apples and we sold this pack quite extensively; it was very popular with a lot of our customers. In addition to that, we got into packaging cider in quart containers and we sold the cider at the local Hobart college games; quite surprisingly, it went very well. We are learning more and more that the college trade is a tremendous potential market for our products with apples and cider, probably cider being the most popular product. In addition to that we enclosed our roadside market and for the first time extended our season approximately two months; we normally close about the 1st of November, but we extended it to Christmas this year. We sold quite a few apples and got into fruit baskets. I suggest that if anyone has an open front roadside market to possibly consider enclosing it to extend the season; it is a very good idea.

My name is Daniel Lane from Orchard Lane near Dayton, Ohio. I am here with my folks, J.B. and Rachel Lane. We have about 50 acres of apples, peaches, cherries, Concord grapes and strawberries. We are 95% retail, heading toward 100%. One of our outlets is one week at the local county fair. This has been a very good outlet for frozen cider. We can't keep enough of it there. One of the areas I am working in is customer picking, particularly of cherries, which we have been doing for 30 years. We had 330 six year old trees which the customers ran through within two days, and this is sort of hard for the boy to keep up with. So, this year we are going to number each tree with stakes as to which ones have been half-picked and which ones have been full-picked, using a master chart which the boy carries with him on a clipboard to keep track of just where everyone is, which trees are cleaned out, and which trees to go back to. We are hoping this will prove more successful than the hunt and check method. I have student groups coming; I taught for five years and I know there is nothing worse than a field trip you are not prepared for. The National Apple Institute has some very good film strips and plenty of free materials; some of it on a one-to-one ratio for pupils, but most of it is one-to-thirty (which means the teacher gets it and explains it). We used it this year for the first time, plus film strips which they brought back with them the day of the trip, and I got very good response from the teachers. They were glad to know what they were going to see before they got there, because many of the texts don't go into much detail on what an orchard is like. These film strips put out by the National Apple Institute are very good in preparing kindergarten and 1st grade students for what they are about to see. They also help the teacher to conduct the field trip in case none of us can get off duty to show them around.

I am Dick Bayne from central Michigan. This is our first year here and we are just here for ideas. Our market has been in business for about 30 years; I have owned and operated it for about six or seven years. We have gone from 50% wholesale and 50% retail to the present time where we retail everything through our market.

My name is Linda Hafner. I am from Chuck Hafner's Farmers Market near Syracuse, New York, and I am here with my manager, George Roche. We are relatively new in the business, only two or three years. One success that we had in the fall, around Halloween time, was pumpkins. About two weeks early I got my paints and brushes out, sat down at the pumpkin piles and painted faces on pumpkins using white, black and flourescent paint for cheeks, eyes, and mouth. I had all the little kids watching me and begging the parents to buy the pumpkins, which sold for two or three times the price that we got for a normal pumpkins. It worked out really well for us.

Warren Soergel and my wife, Jean, from Wexford, Pennsylvania. We are in the orchard business with a roadside stand, and we are in the process of expanding.

Bob Hodge, Highland Orchards, West Chester, Pennsylvania. I am in the pick-your-own business. We started off most good days with a bang around 9:00 in the morning, reached the peak about 10:00, tapered off over the noon hour and picked up again the middle of the afternoon, tapered off at supper time and picked up again just before dark when we had a big rush of people come in. This went

along quite well for a while until we noticed another peak around 3:00 in the morning. Now, most of this was right in front of our roadside market. We have a overhanging roof and a double row of pallets and we could store about 50 pallets (most of our half-bushel baskets would be right out in front). So, what we did this year (which we think saved us a lot of money) was to enclose the front end with a wire screen which we could fold up. We couldn't use overhead doors because the tracks were in the way. We had very narrow clearance, but the wire did a good job in keeping the pick-your-own customers to a minimum during the early hours. Our son is using a plastic greenhouse and we couldn't see why, if the plastic worked fine on the greenhouse, it wouldn't work on this screen. So, instead of losing all the front of our market in the winter season, we found that clear plastic, while it wasn't 100% acceptable, was nice and light. One person could open these gates (which were about 8' high and 12' to 14' wide) and we found these could be easily swung up; even two of the girls from the market could put these up. During the winter when it was real cold the whole key is here, a small fan near the exhaust of our oven, caused enough circulation of the air to keep this whole area from freezing.

My name is Bob Irwin from Rochester, New York--just west of there. We have been in the roadside marketing business for 13 years. I came here 13 years ago and this is my second visit. Probably within those 13 years the best idea that I came up with that worked was my wife, Gloria.

My name is Don Davis. I am with a co-worker, Pat Eidenschink, from Detroit Lakes, Minnesota, which is about 200 miles north of Minneapolis. I work for the Midwest Minnesota Community Development Corporation and at this point in time we have contracted through the federal government to provide technical assistance and investment capital to low income farmers in a six and one-half county area. We have done this by the production and marketing of fruits and vegetables. So, I am here to learn what I can about the roadside marketing concept, which we have found so far to be the best for marketing that we can come up with. Also, one of the other benefits I have gotten so far is that when I left Detroit Lakes on Saturday it was 41° below, and it is a heat wave down here!

Reid Doddridge, Centerville, Indiana. We have a new organization in Indiana called the Indiana Farm Market Association and this last year we went to a certified program called the Indiana Farm Fresh Markets, Inc. I am the secretary-manager of it and I think it has been accepted very well by those who are members in Indiana. We will have our annual meeting February 20-21 at Lafayette, Indiana. It is a roadside market type similar to this, but it will be in conjunction with the vegetable growers. We would like to have any of you attend who would like to travel to Indiana.

I am Jim Sutherland, a marketing specialist from Minneapolis, and after hearing the definition of a marketing specialist I think I should have signed the janitorial application at the Lutheran Church! I am primarily responsible for market development and identification in almost the entire central one-third of the state of Minnesota. I am glad to see Don (Davis) here because when I was here a year ago I went back with a lot of good ideas that I think could be used in Minnesota for the development of farm markets. We have reached the point now where we have about five or six

people interested in putting up year-round farm markets; these are on the drawing board at the present time. Hopefully, when we come back next year, we might bring some of these bodies along with us and give you another up-to-date story on how we are progressing in Minnesota with our farm market development.

I am John H. Millican, and my wife Anna from Lexington, Massachusetts. I am on the program tomorrow, so I'm going to save all my steam for then.

Richard West and my wife, Florence. We live in Perry, a little town east of Cleveland, and we were lucky to have a peach crop last season.

Myron Baker from Maplewood Orchards, Morrow, Ohio. We are, more or less, the candy apple people of Ohio; this year we ran about 1,150,000 candied apples. My wife pretty much conducts the tours of school kids. I'll let her tell you about that. (Lois Baker) I conduct school tours; it takes up most of my time. I started out on a very small scale, but I feel it pays off; the children delight in bringing their parents back to buy apples. I say, every year, that I am going to do less of it, but every year I do more. It pays off; I'm sure it does--try it. They love it and it gives you a wonderful feeling of satisfaction that you are telling your apple story.

I am Delbert Burger from Cincinnati and this is my wife, Viola. We operate a farm and roadside market and raise about 60 acres of sweet corn, retailing about 95% of it. Most of you folks know from last year that we expanded quite a bit, so this year we almost made a million dollars. We got all the zeros, but we don't have the first digit. This morning when Hank Milstein said that clerks should really know their product, it reminded me of the fellow who pulled up to our stand this summer and asked one of our girls if she had any spuds. She said, "No, I don't think so." Well, he said, "Yes, you do--right over there." "No, those are potatoes," she said.

I am Glen Maddy, County Extension Agent in Agriculture from Fremont, Ohio; this is my wife, Evelyn. One thing I'd like to add about these school tours--some of you folks make mention of entertaining the kids and the kids bringing back the parents. Don't forget, those kids are going to be consumers, too, in the next few years.

I am Paul Molyet; this is my wife, Eula Mae. We operate a farm market in northern Ohio, near Fremont, about a hundred miles from here. We started 15 years ago and we now have our third market, and every one has been larger than the one before. Of course, our only question now is, why did we ever start?

(Laura Heuser) We decided it was time for a change of pace. I know how important a woman is to your operation; I don't know how you keep them so quiet. Besides, I run our market, which is 16' by 20'. My husband, Wallace Heuser, runs Hilltop Orchards and Nursery, which is 1600 acres, but he'll listen anyway. He's the good looking one you can talk to down in the display rooms. I am also a member of Womens Survival for Agriculture, and this is something that has worked because we are fighting to protect you, and the growers in Michigan, from unfair

taxation, zoning, legislation; from environmental groups that are after you, tooth and nail; and from the many things that beset you. We are organized now in New York, Oregon, and maybe your state will be next. I hope it is because you need all the help you can get.

Ed Mawby, Mawby Orchards, from near Traverse City, Michigan (the cherry capital of the world). Being a true Michigander, you have just heard the woman speak for us and I'll turn it over to my general manager, Virginia. Thank you.

Bud Robertson and wife from Burgettstown, Pennsylvania.

I am Francis Dellamano, Extension Fruit Agent from the central New York area. March 13 and 14, New York State is having their annual roadside marketing meeting. Would like to invite anyone that would like to attend to Syracuse, New York. We will have the notice in the Fruit Grower. Probably a year ago this time, some of you read of two products that I developed, along with Taylor Ice Cream Distributor in our area. One is called frapple; new name--stands for frozen apple--actually apple cider in a slush form. The other one is an apple shake, which is 80% apple cider and 20% 3.5 ice milk mix run through a Taylor slush machine--comes out as a thick milk shake. Something you might want to try.

William Bottcher from Big Flats, New York. We operate 150 acres, all of which we sell at our stand--mixed strawberries, sweet corn, potatoes, pick-your-own. This year we were all set to go, but nothing worked. The flood came along and we lost all the crops and buildings; but, we are rebuilding. The success story? We survived and I got married.

I am Fred Hartman and this is my good wife, Joan. I am a professor in horticulture and a fruit man here at the University. I don't have much income outside of what I get here (and that's not much), but I do have a dwarf fruit tree orchard in my back yard. I had a pretty good crop this year, except that the darn neighbor's kid took 90% of it. So, next year my innovation is to erect an 8' chain link fence with an electric wire on top, and I think I'll do better! Welcome to OSU.

I am Paul Hafner; my brother and I run a fruit and vegetable farm in central New York. A couple of ideas worked really well for us this year. We always had a parking problem on our lot out front, so we put markings there for the cars and now we can park 20 cars without having them all helter-skelter; it has really made it more efficient. We are in pick-your-own in rather a big way--strawberries and tomatoes--and we found out that peppers and eggplant have a big demand and are very profitable.

My name is Bob Fletcher. My wife, Linda, and I are from Columbia, Missouri, where we run a small roadside market.

Howard Adae and my wife, Alice, from Midland, Ohio; that's southwestern Ohio I am not going to admit to any of my failures and I'm not going to let you in on any of my secrets. Seriously, though, we have 40 acres of apples that we retail at the

farm. We probably do pretty much the same thing that most of you do--school tours, one thing and another. Don't think we have a whole lot to add.

I am Earl Tywater from Franklin, Tennessee. I run a roadside market there, and if I had a success story it would be that I had a good year. My formula for a successful roadside market is quality, honesty and a whole lot of hard work.

I am Gary Work from Dickson, Tennessee, and I own and operate a fruit stand.

I am Larry Rubright, Extension Area Marketing Agent in southwestern Pennsylvania. I participate in developing educational programs in marketing.

My name is Don Green. I am from Mansfield, Ohio, which is the fun center of Ohio. This is my wife, Mary Lou, and I am on the program tomorrow morning; I would appreciate you getting out of bed bright and early and coming down so I won't have to talk to some empty chairs. The last time I talked to a group like this I was the last one on the bill and everybody started to leave--they were getting tired, they were going home; pretty soon we just had a handfull of people there. The gentleman sitting next to me is laughing as he punches me and says, "You know, the last guy to speak isn't going to have anyone to speak to." So, I said, "Thanks a lot--that's me." He didn't say anything, but looked at his program and finally said, "Oh, yeah, I know you. You're Mr. Adjourn." Sure enough, that's me--Mr. Adjourn. I'll see you tomorrow morning, bright and early.

I'm Frank Berghold from Gilbertsville, Pennsylvania, and this is my wife, Dottie. We have a farmers market that they have been giving me the runaround about, so I bought the place right in front of the market and I'm going to open a road stand right there. This is my daughter, Wendy. I'm really proud of her--she's going up to the Farm Show in Pennsylvania on Wednesday for the Keystone Farmers Award for different projects she has, she's going to horticultural school, and she also is my manager at the market.

I'm Pat Futtner, Deputy Commissioner of Agriculture, state of Connecticut. You may say to yourself, "What the hell is Connecticut sending someone here for? They don't have that much agriculture." But, I'll tell you something--strangely enough we have a large tobacco industry, which I was a part of at one time, and we also have more horses per square mile than any state in the Union. So, at least that is something in regard to agriculture. I was sent here by the governor and, believe me, we have an austerity program in the state the likes of which you have never seen. All the commissioners and deputy commissioners have to go to the governor directly if they are going to do any traveling out of state. So, I went to the governor and said, "I'm going to go to Ohio for a roadside marketing conference," and he said, "What in the hell are you going to do that for?" "When I come back to Connecticut I'd like to have some ideas so we can establish the same type thing in this state," I said. After he rolled on the floor for a while, he said, "OK, you can go, but don't take your wife," So, I don't have any wife to introduce. I still own a farm, used to be a tobacco grower and still have a tobacco farm in Connecticut, and after being here I thought to myself, "I've heard so many good things here about the roadside marketing

business that perhaps I'll go back to the state of Connecticut, tell the governor what he can do with the Deputy Commissioner of Agriculture, and go back into business." Then I thought twice--I'd better not say anything when I go back. So, I'm here to learn and I hope when I go back I can do something for the roadside marketing operators in the state of Connecticut. Thank you.

I am George K. Taylor of Taylors Farm Market, Clyde, Ohio. In case you don't know where Clyde, Ohio, is--it is on the map and if you know about Fremont, well Fremont is a suburb of Clyde. I have my wife here, Jackie, and one of my very capable clerks from the store (Mary Ellen Weiker) and I am sure she knows what a spud is. I was on the program this morning, so I think you've heard enough of me; I'm not going to elaborate on the market at all. We had two failures this year and one was peaches, as you all know. The other failure happened after I was here a year or two ago. Some fellow here made a lot of money in weeds; he had enormous prices on bunches of weeds he had gathered. So, I went home and, being a dry run this summer, I told my partner to go out and gether a bunch of those weeds. He went out and gathered a lot of weeds, brought them in and, believe me, it was a failure. Everybody I tried to sell weeds to said they had plenty of those at home.

Ruth Spiegelburg, wife and first assistant to husband, Ken. Just outside of Lorain, Ohio, we run and operate about 100 acres of fruit and sell as much as we can at home. I was telling Bill Eyssen that there was a grand old shopping center going in across the road from us (a discount store) and Bill said we were the first ones in the state to have a discount apple house.

I am Sue Buckley from American Vegetable Grower Magazine; we are located in Willoughby, Ohio, and I have with me Virginia Early and Beverly Petro of the American Fruit Grower.

Andy Stauffer, with my wife, Pat, from Pennsburg, Pennsylvania. We are kind of successful, I think. We are evolving around a small operation, hoping and striving for a full-time. One thing we have tried to do since we have opened is to discourage the people (educate them, as far as that goes) not to buy by the pound--buy by the quart, peck or half peck. Perhaps I am wrong, but during National Apple Week I lowered my standards a little and put out a big special of high quality fruit in 3 lb. bags and it sold for, would you believe, 35¢ for 3 lb.? They were wholesaling them into the stores for 45¢. It was a failure, believe me; I had to put them in quarter pecks and sell them that way.

My name is Walter Schenck; I live in the northern part of Ohio, along the Lake. We are supposed to be in the good fruit area, but last January 17 was just too much for our peaches--we had one peach out of 400 trees. Our main crop is apples, but we also have prunes and pears. I have what every good fruit grower needs--a wife who can't help but be anything but a spark plug in the organization. I would like to have you meet my wife, Mabel. Last year I found a hummingbird nest and now I'm displaying it in my market. It creates a lot of interest. I know this is a very worthwhile program and I hope it will prove profitable for you as well as a help in supplying your need for the spiritual. The spirit of disseminating knowledge that we have gained for for the benefit of fellow fruit growers is wonderful. We need a drive--we get it here.

I am Paul Dobin, of the New Jersey Department of Agriculture. I would like to bring you greetings from the Secretary of Agriculture, who feels that the roadside marketing program can be a really strong part of the changing agricultural scene. particularly as it is happening in Jersey, which you all know is quite an urbanized state. The roadside marketing program is successful in New Jersey and we have probably the most successful certified program of anybody; it is being copied around the state and even nationally. I provide the quality assurance work for the certified program, as well as work across the board with all markets in helping them with their problems, construction problems, major procurement problems, and things of that kind. While I am on my feet I would like to invite you all to come to our Fifth New Jersey Roadside Marketing Conference. It is going to be held in New Brunswick, sponsored by Rutgers University Extension Service, on Thursday, February 22, at the Holiday Inn. After you get done with the Indiana Conference, and before you go over to the New York Conference, stop by in New Jersey on February 22 and see what we are doing there in the way of roadside marketing.

I am George Nunn, from the Three Nunn's Farm in Brentwood, California, about 50 miles directly east of San Francisco. I am here with my brother-in-law, Lee Laird. We grow and sell cherries, apricots, peaches, pears and a fairly complete selection of vegetables. Two brothers and a brother-in-law have joined and we are trying to expand a 30 year old business in peaches quickly, if we can. I hate to admit that we had a bumper peach crop this past year. I think the best idea that we had all year, though, was coming to this meeting. I am almost getting tired of talking to myself in California.

I am John Epler from Eplers Farm Market in Northumberland, Pennsylvania; that is very near the center of Pennsylvania. We live next to the river, and we found a way to make use of our irrigation system this summer by renting it out to the neighbors to pump away Agnes. I found out that we are in one other business since I got here, and that is the pick-it-yourself business. About two years ago we had a little triangular field near our market that was too small to do much farming on, so we decided to make it into a lawn. We clipped it carefully about every week and in the springtime it grew one heck of a nice crop of dandelions. We had a whole crowd of pick-it-yourself dandelion people that came out to get our dandelions. I think we made a friend or two that way, especially those people who are a little bit older; we also have a lot of people come by our market. We are in jug milk, production of eggs and production of potatoes. We are just building a new farm market. Were you really to find out what is going on at our market, I think you should know my wife, Jackie, and two of our employees, Ruby Latsha and June Reichenbach.

I am Dave Mason from Lima, Ohio, and this is my wife, Janet; we have a retail market. We just went to a year-round market a year ago and it has come a long way in the last year; we just hope it keeps on going. Also, I would like to introduce Lloyd Truesdale and his wife, Ruth.

I am Les Dowd from Hartford, Michigan; I'm here with my father. We have quite a large farming operation together at home with my two other brothers and a brother-in-law. We've got a pretty good group there. We pay a lot of attention to

detail and grow good quality fruit. We have a small market that kind of keeps us in touch with what it takes to grow quality fruit.

I am Dave Maurer from just south of Wooster, Ohio. My wife, Carol, is with me tonight and we raise strawberries, strawberry plants and sweet corn.

My name is Ned Wilson and this is my wife, Mitzie; we have a farm at Newark, Ohio. We grow some bedding plants and we have trial gardens of all the varieties that we grow so the customer can see how it will look in his garden.

I am Bill Ringhausen from southwest central Illinois; this is my wife, Shirley. We raise strictly apples and peaches; she ramrods the roadside market.

Richard Haas, Lancaster, Pennsylvania. In addition to a roadside market, we operate 110 acres of pick-your-own sweet cherries. The customers drive their car through the orchard, so we have to have access roads and lanes. We found it has been helpful to name these roads and lanes and, in conjunction with this, we have a detailed map at our scale houses where people weigh in. This helps the sales people to direct the customers to the proper location in the orchard. I was here about five years ago and am amazed to see how this Conference has grown. There certainly are an awfully lot more people here than the last time.

I am Hank Milstein from Bucks County, Pennsylvania, and I work for the M. Polaner Preserves, Jelly and Pickle Company. When I spoke this morning, I was kidding about my smart aleck son and what he was saying about me. Truthfully, he has a lot of confidence in me. A couple of months ago they had a hyponotist on stage at his high school and he put on this demonstration by putting 30 people to sleep in about 10 minutes. Then, he turned around and very proudly asked, "Anybody know anyone who can beat that?" My kid yelled out, "Let my old man make a speech!" But, I tell you, I'm improving, though, really. At the end of my speech this morning, I counted at least seven people that were still awake; they were holding their noses, but they were awake.

I am Peter Alecxih from Lancaster, Pennsylvania. I think we have more roadside market per square foot than any county in the world. We have about 450 acres and grow a little bit of everything that has been mentioned here tonight. We have been in the business about five years and we have come to a number of programs I get so excited that I run home and try most of the ideas. I just want to caution you and tell you a story on myself that perhaps you might benefit from. Don't do anything unless you have the money to do it, or the people to follow through. I think some of the things we have done we should have waited awhile for, until we had the time and/or the money to do them.

I am Dave Cooper from Bucyrus, Ohio, and this is only my fourth year. One thing that really bothered me this spring was the June 10th freeze we had. Our tomatoes were starting to bloom. An old fellow I bought my plants from says, "After the 1st of June don't worry about it, it isn't going to get that cold anyway." But, I got to worrying about it in the afternoon. Another lady called and asked what I was

going to do, and I said that the only thing I knew to do was to go out and cover them with straw. So, we called a couple of kids that help plant and they brought their girl friends and everything else and we covered 3600 plants with straw in about an hour and a half. We also burnt tires in our melon patch all night. We were lucky; it got down to 28° that night, but due to our efforts we only lost two tomato plants to frost. Another thing, I was advised that it isn't profitable to raise lettuce in Ohio, head lettuce that is. But we went ahead and planted some around the 15th of April and, naturally, they froze solid--but they came out of it; we only lost a couple. It makes a nice early plant; comes in with your strawberries and gets you started in vegetables. Later we had lettuce we didn't know what to do with, because no one believes you can grow it around our area. We went to a health food shop and the lady said, "Well, the only thing we get around here is California sprayed lettuce; is yours sprayed?" I said that it was, once. She said it was still better than California lettuce and that she'd take it. She talked to my sister-in-law later and said there was another fellow in the health food business and that he'd take a substantial amount of lettuce for his store the next year if I wanted to raise it, so we are thinking of this. It is an early crop and you can get it off in time for late sweet corn and things like that.

Glenn Keyse and my wife, Pat. We have 25 acres of blueberries in Ohio, south of Cleveland. We started two years ago with a roadside market, but we are primarily greenhouse people and have been all our lives. This year we had a new adventure--we are on our own in the roadside market. I have nothing more to add, but I can help the gentleman who had a problem with his 3,000 bales of hay. We were in Manitoba goose hunting this year and were in the middle of a three section field with at least a quarter million bales of straw. It was 4° above zero with a Manitoba farmer and his $18,000 Minneapolis-Moline four-wheel drive tractor cab all heated and he had the greatest innovation I ever saw in my life for picking up straw. He was driving the tractor and having his wife pitch it up on the wagon.

I am Eugene Vogley from Navarre, Ohio; this is my wife, Mary. We have a family operation with four sons and a daughter. We grow 200 acres of fruit--berries, apples, peaches, plums and so on; also process apple butter in the wintertime, three months out of the year. We tried something new this past year. We didn't have any peaches and we wanted to have a little more income, something to take the place of them, so we planted sweet corn. We had dropped sweet corn about five or six years ago because when it was ready we just couldn't get in there to pick it; we were too busy. But, we went back to that this year and are going to stay with it. We also started serving sundaes, strawberry sundaes with strawberries from our own field, and that went over really well. We intend to do that and also fresh peach sundaes, if we have a peach crop.

I am Alan Sage from Chardon, Ohio, with my wife, Eleanor. I've got two boys here, Bob and John, and they are attending the University. We just expanded our sales area about two and a half times. The only good thing about it is I don't know what I would have done with those boys all those rainy days if we hadn't had that salesroom to work in. But, I'm just depending on them having their ears open so they can get enough ideas to pay for it.

I am Paul Richards from Chardon, Ohio, and my wife, Clara Jean. We operate Richards Maple Products in Chardon. This hasn't too much to do with roadside marketing; we are here as exhibitors. We sell quite a few of you maple products. We'd like to invite you all to the 1973 Maple Festival in Chardon. It is April 27, 28, and 29; held the week-end after Easter. We are about 30 miles east of Cleveland, about 10 miles south of Painesville, which is right on Lake Erie.

I am Larry Pennington from Wauseon, Ohio, and my wife, Muriel. We are co-owners of a 50 acre orchard. We now have a year-round orchard business there with the market. We started bedding plants last year, we are increasing this year to bulk seeds, and also hope to start in with bread and milk to help bring in some of the close neighbors.

I am Richard Ross and this is my wife, Maribess. We are vegetable growers and we operate Red Wagon Farms. Mr. Weikel, who came up with the idea of caged tomatoes, and I thought I'd been hot capping (with not too much success) by growing them on plastic, so I went to a plastic bag to hot cap my tomatoes. It proved a pretty good innovation and worked very successfully; by approximately the 9th of June we had them in blossom. They were up two foot tall and I got disgusted--I thought the bags were kind of whipping in the wind--so we pulled them off. Wouldn't you know, that night it frosted. We were out until 2:00 in the morning covering them with plastic again.

I am Bill Cartee, one of the county agents from Lake County. I have been trying to think of something successful that we did this year and the only thing that we did was save a peach crop over here with all that wind blowing. Dick West had a peach crop.

I am Dee Dee Mott, and my mother, Wilma Mohr. You heard her talk this afternoon. We want to tell you of our promotion deal that we have every year at Easter time, since we are egg producers. We try to promote Easter with an Easter Bunny (with a suit and a hat and everything). This year I'm seven months pregnant so I'm going to make a heck of an Easter bunny! Our failure, I think, was our caged tomatoes. I don't know what Agnes did to yours, but it blew our cages over and it was a mess. Some of the vines died; well, we got enough tomatoes, but they were still a mess.

Paul Friday from Michigan, near Benton Harbor. I have with me Millie and Linda Little, two employees; Millie has run one of our stores for the past five years. I operate three markets up that way under the name of Farmer Friday's Fruit. The biggest new thing this year that I've heard of at this meeting is employee parties. Well, we tried our hand at that the first year and it worked out really well. We moved all the stuff in the cold storage to one side, borrowed some tables from the church, chairs from the funeral home, formed our own dance band ("Farmer Friday and his Fruits") and had a real good party. I would strongly recommend it; we are going to go again with it next year. Bedding plants and popcorn have kind of become a mainstay with us, popped popcorn as well as the unpopped. Evergreen shrubs,

shade trees and other nursery items in the perennial line were new with us this year and show a lot of promise. Going to go back this year in a much larger way than we did last year. One thing that I hadn't heard much about is ice cream cones, which we sold for 17¢ a dip; it has worked out well for us. Also, we are in the process of getting beer and wine for take-out. This is really an up and coming thing. It has kept the price of grapes up, probably made the grape grower and extra $30 a ton this year. I think we may go into wine making kits; it is a good way to sell some half rotten fruit.

I am Dennis Henderson and I am on the faculty here at Ohio State in agricultural marketing. This is the first time I've been to one of these Conferences and I would just like to say I am tremendously impressed with the enthusiasm all of you show for your market operations. I think you have a real good thing going and I wish you all luck in the future in your operations.

Since she is not going to introduce herself, I'll introduce Mrs. Riddle, who is one of our Girl Friday's in our offices. Most of you met her today; Bobbie, stand up so everyone can meet you again. I am Lois Simonds in marketing information, Department of Agricultural Economics and Rural Sociology, The Ohio State University.

I am Gerry Crunican from London, Ontario, Canada. We operate a 30 acre apple orchard and we sell our fruit at retail. I would like to thank Dr. Cravens and the people responsible for making this Conference possible.

Gaylord Haviland from Blanchester, Ohio. We have a very short story and a very short season, due to a lot of rain. We hoped to improve our possibilities this year. We bought a "cat" and we designed a planter which we feel will maybe get us in the ground three to four days earlier so we'll probably have a nice dry season next year.

Morris and Ethel Cochran from Cuyahoga Falls, Ohio; that is north of Akron about eight miles. We are in the roadside marketing business with our son, David, and he has been a great help to us in expanding. We are in the bedding plant business, too, which is the best part of our business. David erected a 100' by 40' plastic house that more than tripled our business, and if you also want to sell Christmas trees a thing like this does a beautiful job.

My name is Joe Thompson and I'm from Wooster, Ohio. This year we had the idea that we should concentrate on one thing and we tried bedding plants. We tried to learn all we could about them and we tried to answer all the questions we could for customers. Sometimes we didn't have the answers, so if a lady asked me a certain thing and I didn't have the answer, I'd turn and ask another woman. Nine times out of ten this woman would have the answer and by doing that, she'd talk to the other woman and she'd say, "This goes nice with this and that's a nice border for that." It worked out really good. This year we sold about 12,000 bedding plants.

I am Pat Gardner and I am from Wexford, Pennsylvania; that is one of Pittsburgh's bedrooms located on Route #19 about 15 miles north. I think one of the things that I was most successful in raising this year was the prices. About the only thing that didn't work for me was me.

Lloyd Truesdale and wife, Ruth. I was very much interested a while ago in the man who had the hummingbird. Did any of you ever happen to think about a hornet's nest? We keep a couple of hornet's nests in our market, nearly all the time. While I was sitting here, I was jotting down the folks that were from out of state. You know, it looks to me like there is 40% to 50% who spoke on this mike from out of state. I think that is remarkable.

I am Raymond Stemen, Ohio City, Ohio. We started a year ago in roadside marketing with a market we call Stemens Farm Market, operated by me and my wife, Mary. Last year at this time I was busy starting to partition off one end of the barn and make a roadside market, and the first thing I heard was, "How big are you making it?" Well, I made it 20'square for the sales room and I found out everyone here was right--it was too small. One of the failures that we had was a new venture of pick-your-own strawberries in our community. This was a first and the county extension agent told us that we could expect 75% pick-your-own and 25% that we would have to pick. But, somehow, he got that reversed and we had a lot of strawberries and no one to pick. I had raised tomatoes a number of years ago and was friendly with my transient Mexican friends, so I got a bunch of fellows who had never picked anything but tomatoes to start on strawberries. Let me tell you, that doesn't work--unless you are going to make strawberry jam. Well, anyway, we ended up with a very good year and we are happy that we are in the business, but there is a lot of work in it.

I am Earl Weber from Maryland. I've got a new operation up at Havre de Grace, about 30 miles from my original farm. It is quite large, 392 acres--290 acres of orchard, all apples. Been there a year in June and my son told me to give you a story, but I forgot what he told me to tell you! So, I'll just have to by-pass the bad or good. It wasn't so bad that it couldn't get worse.

My name is Steve Wood; I am here with my wife, Carol, and my little manchild who you met earlier; they have both retired. We were talking earlier in the evening about the tight labor situation in Dayton; I guess when you have to start your kid learning the business at seven months that is sort of tight, too. I work with my father and we have an apple orchard in Sturgeon Bay, Wisconsin, and a retail apple store in Green Bay. One little thing we did this year to promote a few apples was we refinished a wine barrel with a false bottom in it and put two to five bushels of apples in there a day to give away in the bank across the street from our market. It creates a lot of direct and indirect benefits, but I think one of the main ones was it gives our citified banker the feeling he is really doing his share in agriculture.

I'm Marvin Beard from Marvin's Fruit Farm, West Milton, Ohio, about 18 miles north of Dayton. Have my son, Barry, here; my wife was unable to come because our number seven son is sick, so I brought one of the boys with me. We operate a little differently over there than most of you. We truck most of ours. We put out about 15 acres of truck, but we actually specialize in tomatoes and pumpkins. We start in Florida during melon season and work our way in to Michigan. This year, when most of you didn't have peaches, we did. It kind of works out pretty good for us when things get rough, but it doesn't work so well for you growers. We have been pretty successful in this market in a new location. We raise a little bit of stuff at the end of our market, just as a front. That's all it takes--just a name and a little picture out there. We do have big displays, and a big building. We are in the bedding plant business and we operate from middle April to November. Soon as pumpkins are over we try to close down. We do push pecans a little at Thanksgiving, but from there on we have done enough because we are grain farmers, too, and we've got our work cut out for us.

Mr. Chairman, I have enjoyed all these keynote speeches here tonight, but like all platforms you must pick out the plank that fits your business the best. I am Farrell Baker from Greenville, Ohio. I operate a fruit farm and nursery with my son, Wayne. We have one plank that might fit your platform. We had an old-fashioned Apple Butter Cook-Off Day. We had a steam engine and hooked it up with live steam, and in about 15 minutes we filled the parking lot. So, it really enthuses your customers to come out and bring all their jugs (the old-fashioned jugs and jars that you haven't seen for 30 to 40 years) and they want them filled right out of the copper kettles; it really does work. I think I have only missed two of the 13 years of this Conference, and I think it is a great thing for the best apple growers in the state of Ohio. When you buy apples, why don't we say, "Crisp apples, please."

I am Raymond Crawford and, specifically, I am a two-hour ride by mule and wagon east of Springfield on U.S. Route #40. I have also got something to sell; I have three or four threshing machines if you want to buy them--if you want to make apple butter. The biggest mistake I made this year was telling my wife she could work 18 hours a day instead of 20. The only big engineering feat that we performed at my place this year was because I needed a clothes line three feet longer--so I had to move the market. Truthfully, I've gotten a lot of help from the extension people. I'll joke a little bit, but there are only two basic things in marketing--1) No. 13 is lucky, and 2) always cuss your help for putting two or three large apples in the bottom.

I am Bob Wheaton of Wheatons Popcorn Supply Company; only one of twenty-four exhibitors downstairs. We are trying to bring you new ideas that will enhance your market, create traffic, and hopefully increase profit. So, it you haven't stopped by downstairs yet, take time tomorrow to walk around. We all thank you, because you are one of the most enthusiastic and sincere groups and we all wish you a successful and happy forthcoming season.

I am Mitchell Lynd from Lynd Fruit Farm, just east of here about 15 miles. We operate a fruit farm and market. I've been coming to these meetings for 13 years, too, and I guess our success this year was that we got sales to increase the way we had hoped after coming here and getting a lot of good ideas. Our failure is that our net profit was down and I haven't figured out exactly why yet. It almost leads me to believe in a sign that used to hang in Dr. Cravens' office when I was a student there, "The more you study the more you know; the more you know the more you can forget; the more you forget the less you know. So, why study?"

(Dr. Vandemark) You know, Mitch says you never know what's going to face you next; there is always something unexpected, unusual. A gal gave him a $20 check the other day, and he asked if she had any identification. She said, "I have a mole on my left thigh."

I am Mrs. Norman French, a third partner in Orchard Equipment and Supply. My husband says he is not going to talk anymore today. We enjoy coming; we have come almost 13 times (I guess 11) and we enjoy it more each year.

I am Barbara Richardson and we have a roadside market right on the edge of Cleveland. We also have greenhouses and raise bedding plants; we are getting more into the potted mum and poinsetta business.

I am Earl Foote, Earl Foote Farm Market. My wife, Sue, is the best help a man could have. You heard most of my speech this afternoon.

Sam Moyer from Beamsville, Ontario, Canada. We have a mixed fruit farm in the Niagara penninsula. Three years ago I came here for the first time trying to learn about the pick-your-own business. I must say that almost all that we learned from pick-your-own came from this meeting or from John Vandenburg, who is sitting in front of me. We discovered the motivation for pick-your-own on the part of most people is the entertainment value. We didn't realize when we started how important it is, but we've tried to capitalize on it. We put up picnic tables and encouraged people to stay and have picnics. This year we made a little zoo with a couple donkeys, sheep, and rabbits. We also had a glass-sided bee hive and that created a bit of a disaster. John was down one day this summer and he got stung; maybe he'll tell you <u>where</u> he got stung so you can decide for yourself how big the disaster was! I think one of the most important things in making a pick-your-own operation go is having a wife who is a big help. My wife is a big help in our business, but she couldn't come because one of our little guys got chicken pox yesterday.

I am Vicki Zanka, here with my husband, Joe. I brought him along because he's been good. We make and sell 13 kinds of wine jelly and I hope by now you all have had an opportunity to taste it. There is some on your table; you might want to exchange jars with your neighbor. We are downstairs--we have a display--come on down. We have some more types down there. I would say that, by and large, our best promotion has been sampling, but our best idea was to go into business last year.

I am Chester Hollins from Kettering, Ohio; that is just south of Dayton. With me is Jenny Flannagan, my sales representative. I manufacture and distribute craft products. This is my first time at this Conference and I hope that, if I am fortunate enough to be here next year, I will hear many success stories from marketers who have added the craft line to their operation.

My name is John Vandenburg. I am a marketing specialist, although I don't know if I should mention that work today. My wife said I am the best looking one in Ontario, but she doesn't know that I am the only one! We have had quite a bit of development in roadside marketing in Ontario; we had 20 new markets go up in the past two years, plus several pick-your-own operations, and I think the future looks real bright. I also got myself involved in another little enterprise over the last two years. We have sold about $110,000 worth of fruits and vegetables and I think one of the keys is to get people involved in your business. I think our greatest success was in corn and apples, and we didn't start to sell them until we got people digging in there and rooting them out; there was very little damage.

I am Gene Harding from Maplevale Farms in Brookville, Pennsylvania, right on Route #80. We talked about market mix in one of the programs this afternoon. Well, we started as a dairy farm (I think we have two others here) 20 years ago selling in Pennsylvania; we have jug milk stores. We sell all our milk from 100 Guernsey cows, and we have taken that into quite a variety of farm produce--a bake shop, wholesale distributorship in frozen food, even a restaurant--right on the farm. If I had to give one of our failures and successes, our failure probably this past year would be that my wife, Jan, got elected to the school board, so now she has only about 20 hours a day to devote to our market instead of 24. Our biggest success, I would say, is the opening of a farm-type restaurant on the farm. It gives us a chance to tell our story of quality to more people who can sit there and realize that we really are farmers trying to get quality food, showing them that there is a difference, and telling the story of how farmers are an important part of their daily lives. They see us still working and the activity around there, and I think they appreciate a change of pace.

I am Bill Hileman from Apollo, Pennsylvania. My wife was on the program this morning and she told you all about our operation, so I won't have to say anything more.

I am Brent Rhoades and my wife, Kathy, is with me. My father and I operate a small roadside market near Circleville, Ohio; Circleville has about 14,000 people. We had a corn festival this year, like some of the folks here have mentioned tonight, and also a melon festival. One mistake I made was reducing the price of corn for this corn festival. During a Saturday afternoon for about four hours, we gave away 35-40 dozen, and I also sold corn at three dozen for $1.00, normal price was 79¢. I feel from experience this year that this was a mistake, but during a Saturday and Sunday we did move about 4,000 dozen ears of corn which were the two biggest days we ever had compared to the normal Saturday and Sunday that time of year (with 600 or 700 dozen). The melon festival came later in the season, of course, and I kept a regular price on the melons. We moved about 56 crates in a day, where normally we might move about 15 crates. Next year, I think we will try it again.

David Zacherl from Claredon County, Pennsylvania; the home of Miss Teenage America. Our greatest success this year was when our daughter presented us with a grandchild, our first. Our biggest failure was when I got about 150 miles toward the Conference this morning and the wife wanted to know if I put the clothes bag in the trunk of the car. I didn't put any clothes bag in the trunk of the car, so we went around and borrowed clothes for this evening!

My name is Jim Erwin; I am here with my uncle, Ed, who is our production manager. We are from Melvin and South Lyon, Michigan. It is strange to be down here among all you experts; from what I am told, my brother (who is a senior at Michigan State) is the only expert in the world. Knows anything about produce. At any rate, we are here to see what kind of information we can pick up. We are mainly producers; we do have a roadside market, and we also wholesale, so it has been a very interesting time here. It looks like we are picking up a whole lot of ideas, and lots of good points that, maybe, we can incorporate.

I am Charley Mayes from Richmond, Virginia, and I am a fruit and marketing development specialist with the Virginia Department of Agriculture and Commerce. In Virginia, our roadside marketing and pick-your-own operations are in their infancy, and that is really bragging. I came here to find out why we are so far behind. I think now I know and understand; it seems that our total population in Virginia is less than the total number of roadside markets you have here in Ohio!

I am Bill Flippin from near Charlottesville, Virginia. We are basically just apple growers trying to find out why we are so far behind.

I am Paul Saunders from the Blue Ridge Mountains. If any of you watch Thursday night TV's program, The Waltons; that is about where we live. Back in the mountains we are big peach growers and raise boxwood.

I am Eddie Seaman from the same area as those two, and I am an elementary school teacher. Like Charley said, we are learning. We will be there one of these days.

I am Dennis Wilson from Caro, Michigan. I operate a fruit farm and retail market, and we try to sell everything in the market that we can. I was going to say that my success story for the last year was that I made it through the whole year without getting married; but from all I've heard tonight, it may have been a failure at that.

I am Pete Wiard from Ypsilanti, Michigan, and we operate a fruit farm there, along with a retail cider and donut shop, and pick-your-own. We are quite successful with the February pick-your-own apple deal. Rather than elaborate on that, though, I think probably we can attribute our success to the image of farm markets that you people create, and I thank Dr. Cravens for this. I've been coming here since the group was about half this size, and I think it is amazing when we can have 350 people get up and suggest how to increase sales and profits, and nobody suggests that we cut prices.

I am Ed Wasem and I am from Milan, Michigan; it is about halfway between Detroit and Toledo. We operate 150 acres of fruit and have a packinghouse, pick-your-own, a salesroom and we sell a lot at one of the farmers markets in Michigan. One of our big problems was trying to raise the price of cider 25¢ a gallon (we thought we were rather low holding that other price for the last seven or eight years), but it is highly competitive and there are about four other growers on that market. So, last May I got together with them and I said, "Next fall let's raise the price of cider 25¢ a gallon." All of them were against it and I still thought we should raise the price of cider. I had some "Sunburst" stickers made up (a gold sticker about two and one-half inches in diameter with "Special Blend" put on it). We stick those on every jug of cider and we get more comments about that. We sell cider all year round now, but we have from 50-75 people a day wanting to know what this "Special Blend" is, after drinking it and finding out the "Special Blend" is worth more.

I am Don Hill and this is my wife and main foreman, Sandy. The two of us own and operate almost 200 acres of tree fruit; anything that gets closer to the ground than blueberries, we don't pay any attention to. Maybe we are lazy farmers, but we like ours on a bush or tree. The thing I would like to bring up tonight is that satisfied customers come back. In our ambition to try and increase our retail sales, we have tried to do quite a lot of advertising. After two years, I think we have given the radio a honest test and my own impression (I may be right or wrong) is another year when we try to do extra promotion, there won't be any radio station that hears us for over a week or 10 days. I wanted to bring that up, because after trying it for two years, I am not convinced that after the first 10 days we get the additional customers from the radio. Also, my wife (being interested in what the ladies are doing in the state) told me to announce that the 30,000 bushels of apples we harvest and retail at home are almost all picked by ladies. We have used ladies for years to pick our apple crop, and we had tremendous success in using them; the ladies come back year in and year out to help pick our apples.

Gerry Blake from Armada, Michigan (about 35 miles north of Detroit), my wife, Elizabeth, and my son and his wife, Raymond and Janice. We have been in pick-your-own apples for about 12 years. Three years ago we set up a retail building for cider making and donuts, running into pies, candied apples, mushrooms, cheese and various other things. We have been raising a lot of sweet corn. This year we had 250 acres and we wholesaled practically all of it. My son suggested (and it worked out quite well) that we advertise a free corn roast for Labor Day Weekend, that is when we usually open. I am not sure what it was for all of the days, but Labor Day we gave away 3,000 ears of corn and that weekend, compared to the previous year, we tripled the business. It went so well that we continued with the sweet corn every Sunday, although we sold it for 20¢ an ear; it was very good.

I am Dennis Coate from Georgetown, Illinois; that is the central eastern part of Illinois, close to the Indiana line. We have a year round market and also have 50 acres of apples. I guess I am the last one on the program.

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I am Dennis Coate from Georgetown, Illinois; that is the central eastern part of Illinois, close to the Indiana line. We have a year round market and also have 50 acres of apples. I guess I am the last one on the program.

(Dr. Vandemark) Thank you, all. I think maybe we have given the mind about all the seat can endure. Just one more thought for the day, "Remember, you probably won't get everything you want in this life, but with luck you probably won't get everything you deserve, either." I wish to express our appreciation to everyone here for sharing so generously of your observations, your thoughts, your successes and even your failures. Just remember, "Anytime would be a good time to start something; but next to yesterday, you can't beat today." Thank you.

Howard Rollins, Morning Chairman
Chairman, Department of Horticulture
The Ohio State University

Good morning, Ladies and Gentlemen. I'm Jack Rollins from The Ohio State University's Department of Horticulture. I am also your chairman this morning.

It is so good to have so many of you here today and to see so many friends from years past. I do think that we have an outstanding program for you today. I had an opportunity to talk with all three of our speakers this morning and I don't think you are going to have any difficulty in keeping wide awake and on the edge of your chairs because all of them are dynamic people and have a real story to tell.

Our first speaker this morning is Don Green. Don is one of our Ohio people; he is located in the Mansfield area. Interestingly enough, Don is a fireman by trade, or by previous trade. He indicated to me that he had been in the business some 14 years, and about 5 years ago became involved in the project he is going to discuss with us this morning.

I think it is rather interesting that much of his life is devoted to preventing fires, but after he talks with us this morning you will see that his more recent venture has certainly lit a fire and stimulated interest and enthusiasm in his area--particularly in strawberries and melon operations. Don does not have a strong farm background, and I think this is interesting and quite significant because I am afraid that those of us who have a farm background have a tendency to think we know all the answers. Therefore, we think things should follow according to the same procedures that have been developed for the last 30, 40, 50 years. But, Don entered this new area of activity, did a lot of studying, sought whatever help he could, put together a complete plan and once the plan was developed he proceeded to put it into action.

I think a lot of us have good, worthy plans, but oftentimes we fall a bit short when it comes to activating these plans and programs. I won't take any more time from our first speaker this morning, but rather turn the program over to Don Green, and I think that you will find he has a real story to tell.

WHAT YOU'VE ALWAYS WANTED TO KNOW ABOUT PICK-YOUR-OWN SELLING

"Small Fruits"
A Slide Presentation

Don Green
Willow Valley Farms
Mansfield, Ohio

My name is Don Green and I am from Mansfield--the fun center of Ohio! I have been with the fire department for the past 14 years, and after this past year with all that rain I am glad I have another job. There is only one thing that really bothered us this year and that was the fellow with the long gray beard next door building an ark. We hadn't been getting along with him and we knew he wasn't going to let us aboard!

At one time in our valley, right in the middle of our strawberry season, it rained six inches. We proceeded to have the best season we ever had in spite of all the rain and losing 50% of our crop, so that will give you some idea of what we are doing. We are in no way farmers--the wife and I moved out five years ago and bought seven acres and told the farmer who sold us the land that we didn't want to farm. If he'd sell us seven acres and give us an option (lucky we thought to get an option on the rest of the land) that we would buy just to get out of town. We were there a year and doing nothing but mowing the grass in the front field when my mother said, "Why don't you raise something?" I said, "Mom, what could I possibly raise on seven acres to make it worth my time?" She said, "Well, I'll plant you some strawberries, " and I responded, "Go ahead. I don't have time to fool with them and I'll see how you get along." Well, I ended up doing the plowing and most of the hoeing.

At this time I also owned the country store at Lucas--it was an antique shop. Interested in old books, I picked up "Kellogs Great Crops of Strawberries in 1902." It was mid-winter and I had plenty of time to study it. It was the first book that I ever got ahold of which said, "Hey, dummy, this is a strawberry plant and you dig a hole and you put this here plant in this here hole and you cover it and it will make you some strawberries." It showed us every step to do with strawberries. (I found, in doing some research later, that things haven't really changed too much except the names of the berries.) I got so interested and so wrapped-up in this old book that I went out and separated the snow to see if my mother had done what the book said. I took the book in one hand and I was looking at the plants trying to figure out if she layered the runners the way the book said. We really got enthused about it then, and by the next spring we went from 300 plants to 6,000 plants. Even my dad was a little skeptical. He said it was going to be the wildest strawberry patch around here.

I had people drop in, even some of my own relatives, and say, "You can't grow strawberries here." I said, "What do you mean I can't grow strawberries here?" "Well, we don't know why. It is just that no one has ever done it." Well, OK, they had me believing for a while that I really couldn't, and I'd go out every day and take books with me and look through them to see if that dumb thing was doing what the book said it should do. Then, I started worrying about diseases and any disease they got I'd just worry myself sick about and I'd call Dr. Hill at the Experiment Station. (By the way, he gave us a lot of help; we didn't do any of this on our own. We started out knowing nothing about it and we have had plenty of help from here at State and from our Experiment Station; without them we couldn't have come this far in five years.) I was looking down and I knew these plants had this disease. So, I'd look it up in the book and it said, "Move entire planting out of the field." Right away I'd convince myself it didn't have that disease and go to another one.

But, somehow, we got through the first and second year and now we are up to six and one half years. Our farm has grown to 150 acres--it is called the Willow Valley Farm. Being a better promoter than farmer, we promoted it statewide by sitting in some of the offices of the magazines and finally they said, "Green, if you'll go away we'll give you an article." I felt that we could bring people in, since we draw from about 75,000 people in our area. The first year I thought we had some beautiful strawberries and we had told everyone in Mansfield about them.

You talk about all the money spent on advertising and promotion, we ran this little ad (think it cost me $3) and by the thousands they stayed away--we couldn't believe it. Nobody showed up but the hired pickers. By noon I was really worried as the berries that were being picked were starting to back up on us. At this time we were picking them to sell at the farm, we weren't thinking about the pick-your-own project at that time. So, I said I'd better go into town and maybe change the ad or get something sexy going here! Man, something had to change. I tore down our old country road and, sure enough, the county had come along and torn the bridge out! I am ranting and raving like a maniac, but they knew me and they said, "Oh shut up, Green. We'll give you the lumber out of the bridge." OK, that would be something anyway. I could tell my dad that it wasn't my mistake, because at this time he was pretty mad.

I was trying to think of the most important thing that I could tell you, especially the ones just starting. I think that would be to have your market ready. And, one of the things that we did, was to go to McConnells, just 14 or 15 miles south of us, and talk to them about what we were going to do. I wanted to try to have a ready market. At this time I had 6,000 planted that were to bear the following season, so I took a work force down and we picked. We come back and hit all the stores in our area and I said, "I am a strawberry grower." I wasn't lying, I really was a strawberry grower--at least I felt I was. And I said, "Here are my strawberries and we'd like to get started with you."

This is how we got started. Then, we talked to Dick about a pick-your-own because they had a pick-your-own project down there that was just beautiful, and he said, "You should go pick-your-own." I said I wasn't going to because I was scared to death that no one would show up. He told me he felt it was the only way; why didn't I give it a try? We tried it and now wouldn't go any other way. We are now thinking of pick-your-own corn and other things that we have developed this past year.

I have been coming down here for the past four years and I was amazed when, at the first one, they asked how many berry growers were here and one other guy raised his hand. Now we come down four years later and see everybody in the berry business--it is great! Got some slides that I want to show you. We feel lucky that we had taken time to shoot slides from the first day that we were there right up until yesterday. So, we will bore you with some slides now.

I am proud to be a farmer. It's been an experience for the wife and I both, because we had never been around farmers and we found it is a different life altogether They'd hold me up with their hay stacks going down the road and I'd say, "Them crazy farmers." Believe you me, I didn't know what I was talking about because we found it a completely different life. It is (outside of the hard work) relaxing, and people are homey. You get acquainted with everyone--everyone has got time to stop in and say, "Hello" and visit. It is just great--we are really proud to be farmers.

We are five miles from Mansfield and we are truly in a valley, and that is the reason we call it Willow Valley. The neighbors wanted to know why we call it Willow Valley when we don't have a willow on the place, and I told them I did that to show people I could call it whatever I wanted! The home itself is 150 years old, and this is what attracted us to this valley. We are in the process of restoring it and that is a sore spot with whats-her-name, because when the project started to grow the house started to suffer. I got halfway through and had to stop remodeling, so am going to have to get back to that one of these days. This is my front yard plowed up and ready for berries to go into it. This is part of our second year promotion. The wife, being an artist, drew a map from Mansfield, coming down Route #39 towards Lucas, to Zion Road, to Crimson Road, where we are the first farm on the left. We had a little problem with the roads--our publicity had them going out #39, Mt. Zion, to Peterson, to Crimson, and I said, "That's too many roads, they are going to get lost for sure." So, we petitioned the commissioners to change the name to run Crimson Road clear out to Mt. Zion, so it would give us one less road, and we got it changed.

These are our berries--they aren't McConnell's. This was last year and you can see we had some happy customers. We try to keep an atmosphere of tranquility; everything running smoothly. We hire a lot of kids and some school teachers to supervise them. We tell them that if they have to say something to the kids--don't yell, but go out in the field and talk to them. I think the older people appreciate it. We are open at 8:00 a.m. until dark, and sometimes at 6:00 or 7:00 a.m. we hear rumblings in the garage--these older people are getting stuff out of the garage, making themselves at home, getting acquainted, they they go out in the fields and start picking. They said, "Green, we can hardly wait to get here." It is nice

early in the morning in the valley and so we kind of keep things the old farm way. We feel that things are moving so fast nowadays that we'd like to slow it down a little and have the atmosphere of the old days when things were a little slower, a little easier. So, this is how we built our farm.

Last year we were right in the middle of that typhoon, or whatever it was, and when we were picking even this guy was cold with a sweat shirt on. We had our kids in big jackets, sweat shirts, boots, gloves and everything else trying to get those berries off. That is my star picker--his name is John Henry and he is quite a boy. We now use the Jobs for Kids Program that the Mansfield Police Department is putting together. They get these kids together that they have worked with all year long and they bus them out, look after them (they look after the picking completely) and bus them back at noon and a new group is bused out after lunch. We have managed to get so many customers through promotion that we have dropped all of our wholesale market, except one store that, when I need this fellow, he said, "Green, bring your berries here and we'll push them for you," so we still furnish this one little store with berries. The rest of them are sold right on the farm.

This was our first quart that whats-her-name is holding, and you can see how proud we are of it. We really had to scrounge through our six acres to find one quart that first day of picking. This is my daughter; she helps on the farm and gives the boys a rough way to go. This is our first stand; we just built it out of scrap lumber, made our own shingles out of telephone poles, and put it together on a sled so we could drag it down front and then after the season was over, drag it back.

We started weighing our berries after selling them by the quart and having people heap the berries on top. The only trouble we had was my friends saying, "Green, how much are we going to pay for your thumb this year?" But we use the U.S. standard 1 1/2 lb. quart, it is explained to everyone and there is a sign for them to read and it has worked beautifully.

You can see the size of the berries. This was the second year and we were really pleased with them. Everything that is sold out of our stand is inspected and we tried to separate it in the field through supervision. We want to make sure everything is A-1; the ones that are culled out are made into jams and jellies at the farm and sold. This is an inspection tray--they are dumped in and dumped back out into quarts. We take out the misfits, underripe and overripe; it works real nice. The labor isn't anything, because this is my mother-in-law.

This is our field crew. This is our sales force, where neatness counts. Since we started photographs at the farm, I got to be a nut on photographs. We do a lot of this type of thing for the school system--how the berry grows and this kind of thing; we show them these slides.

Some of the books we received that we thought were really helpful were, Small Fruit Culture--Strawberries, by Darrow, and, The Center Book, that we found through an ad in the monthly magazine we receive. The Center Book is great because it says, "Get your tail up off the chair, away from the fire, and get out and plant them strawberries."

We now have what we call a "little picker." We have him registered--he is the symbol for our farm and we use him on everything, including T-shirts and our pick-your-own containers. We used the slogan, "Raised with love." Now he is going to have a little girlfriend on the other side of the container holding a strawberry, and it will say, "Handle with care." Ain't that sickening? But it works.

This is why we call it Willow Valley, because it truly is in a valley. We felt one of the most important things in raising strawberries was not to have any stand in water. As you know, if you are going to raise corn you can tile your fields every 50' or 60'; we tile every 30'. This is one of the first things we do when we open up a new field. There is our irrigation system--everything around the house is underground. On the west 40 we have everything above ground. Our ground is a little bit too gravely to hold a lake, so we went to drilled wells. We now have four drilled wells, 200' deep, to service our irrigation system. Here we are putting in the pump to one of the wells. Here we are putting the irrigation system in the field early last spring.

We use an 18" row on our berries. We found the first year that if we used 24" to 26" rows we had to use two people, one on either side of the row, and they were stealing each others berries. These little old ladies were hitting these little old men on the head and saying, "You are on my side." We were having problems that way, so we went to the 18" row and now we assign one person to each row. They can pick each side easily. Now I am not saying this is right, in fact, I am not saying anything I do is right. It just feels right to me and I think this is what you've got to do--you've got to develop a system that feels right for you.

We have a lot of fun with the kids and I tell you the truth, I hope I never get to the point where I have to work men. I don't want anyone to come to me and say that kids won't work nowadays. They have to be at least 12 years old to pick and we think the trick is in the supervision and the kids you choose to pick. We have had no trouble; we are well-pleased with them, all of our work boys.

To show you some of the machinery that we use, this is a rotavator. We started doing everything by hand and, as lazy as I am, I said, "Hey, that's gotta' go." So, we tried to mechanize as much as we could. A wiggle hoe just about does away with hand hoeing; it is quite a machine. He guides it with his feet and it goes quite slowly.

We have a dairy man next door that we made arrangements with--he likes strawberries and I need manure, so for every acre of manure I give him two cases of strawberries. It works out beautifully! We were going to go to the organically grown bit, and make a big splash out of it using the dairy manure. By the end of the summer, using this weeding machine and going over it one time by hand, the field was beautiful. But, we didn't use herbicide and we got winter and spring weeds; we really had a problem at harvest. So, in the coming year, we are going to use this machine along with the weed spray program. You can see the cutters moving in and out of the plants there. Even with that, we bring a work force out and they go over it one time by hand to make sure we got all the weeds.

This again is the Jobs for Kids Program, and the teachers supervise them. I don't have to worry about them; it has taken a load off me. You know, when we had the picking in front of the house, I'd sit on the front porch and see a kid eating one and picking two. Someone mentioned that he was eating one and picking two, and I said, "At least he has the beat; he could be eating two and picking one!" But, I was just a nervous wreck, climbing the walls and seeing everything that was happening. Now, I don't even go in the field and I think this is a wise thing. If something goes wrong, I get on the supervisor, not the kids. They hate the supervisor; they love Green.

This was our first fruiting season. They are starting to grow now (this was in May) and they were coming along real good. The irrigation system is ready. I had people drop by and say, "How do you get those plants so big that they look like tomato plants?" This was an exceptional year. You can see there--this was our sunniest day and it is still hazy. It was cool, the plants liked that and they really grew. We keep track of the rainfall and high and low temperature because I like to worry. If it gets down below 20°, the irrigation system won't take care of it. We like to keep an inch a week on our plants to keep them growing, and last year we didn't have any trouble at all. We keep a thermometer in the field; there is 10° difference between the house thermometer in the window and the field thermometer. Sometimes we would stay up until 2:00, 3:00, 4:00 in the morning, getting ready to turn the irrigation system on if it got down below freezing. We take turns doing this, whats-her-name stays up one night, I'll stay up the next.

This is that same field three years later (the third year of fruiting) and you can see they didn't grow like they did the first year. We are trying to get on a two-year program where we fruit two years, then plow them under to get the ground back in condition. After two years we go back and plant again.

You can see the people in the field picking their own. We are getting 45¢, by the way, for pick-your-own. At the stand we are getting 69¢ and we are getting 69¢ wholesale, and our berries are selling at 79¢ to 89¢ in that area, after we wholesale them.

This is our first building on our farm. We are trying to make our buildings match the period that the farm was built and we needed a packing shed. We scrounged some lumber, made our own shingles, did the work and put up a packing shed at the end of the field.

We didn't want our cooler setting out like a sore thumb, so this solves the problem. We latched onto an old door, found an old drawing of an ice house, and we patterned our cooler after that. Again, we made our own shingles and found it was fun to do it. We were enthused about what we were doing. If you aren't enthused, don't do it, you'll never make it go--it is too hard work. Now, we get plants early and we keep them at 32° and they'll stay just as long as you want to keep them, so this has worked really well for us.

Some nut along the way said, "Green, you gotta' have pollination." I am even afraid of mosquitoes (bugs and things really get after me) and here I am raising bees, if that isn't an experience.

After the strawberry season we had our irrigation system laying around not in use, so I talked to Dr. Hill about how we could make some money with it. He suggested muskmelons, so this got us into the muskmelon business. Here is a handsome looking fellow taking the first plants out. A friend of mine who has a greenhouse raises these for us and that's how we started. One thing leads to another. I was happy to hear someone say that yesterday. I was telling a friend of mine about our farm and he asked where I was getting my plants. I told him another friend of mine was raising them in his greenhouse and he said, "Hey, I've got a greenhouse I'll give you." So, I went over. The thing was leaning, the ends were rotted, the glass was all broken out, so I told him I didn't want it; but my dad said to take it, we'd make something out of it. He was right. My dad cut the ends off, gathered up some more stones, and we gave it some tender loving care and a good coat of paint, and there we go. Here we are just about completed.

These are my Burpee hybrids. We use all Burpee hybrid seeds; we have had a lot of luck with them, so we are sticking to the Burpee.

I think this was taken on the day of the last sunshine in the valley. The boys are getting the field ready to plant the melons. We make a seed bed, so everything is real plyable. We no longer put the plastic down by hand, we use a Red Devil to spread it.

We got a planter to plant through the plastic; it plants, pot and all. When it is working right, it is the most beautiful machine that we have on the farm. When it is <u>not</u> working right, it is the most miserable machine that I have ever had around me. That dumb thing would plant them just perfect--make the hole through the plastic, drop the plant down in the hole, cover it--and I'd look back and the machine would be picking them back up!

We have to have the crew put the irrigation system in right away so we can get things growing. In fact, my neighbors are going to sell my irrigation system because it hasn't stopped raining since I got that three years ago. They said it used to rain a half inch; since I got this it rains four inches at a time.

We started a peach orchard several years back and, hopefully, this year we will have some peaches. We've got 200 trees out now, and we are advancing that 50 trees at a time until we can learn what to do. Is that an experience? I have never been around anything like this, so I am in the field with a book doing my trimming. I say, "I don't think that limb belongs there." I don't really know if we'll have any peaches or not, but right now they look good. These are three years old.

Last year, for the first time, many of the ladies said, "Hey, why don't you raise other things and we will come out and buy them from you." So, this started

us in the truck farm business last year. We are starting out small and, hopefully, it will grow. Then we were here at this Conference last year and listened to the fellow talk about caged tomatoes, so we tried it and it is beautiful.

Our strawberries that aren't fit to be sold at the stands, underripe or overripe, are taken out and made into jam under our own labels. Having bees, we have strawberry blossom honey and we have strawberry jam made with honey. With the price we are getting, we are selling them the jar and giving them the jam, because the jar is so expensive. But, we sell out; we sell all that we can make every year that we have made this. I don't know where this jam sales is going to lead. It is something that has sprung from coming to the Conference.

Our most prized possession is our mailing list. We just got started a year ago and already have 1500 on our list. This really works. We send them all kinds of junk; I'm even a better promoter than a farmer! One of the first things we did was to talk to Phil Donahue (from Channel 3-TV) and he did a half hour thing on our farm that fascinated the people. They also did a news item on it at 11:00 p.m., and we started getting people from Cleveland like you wouldn't believe. This is like 75 miles away!

Another thing we did started when I heard that the Chamber of Commerce was going to host a party for all TV, newspaper, radio people from all over the state. I went to them and said, "What are you going to do with them on Friday night?" They were going to be there for three days. "Well, we are going to have a party for them, but we haven't worked that out yet." I said, "I'll host the party if you'll foot the bill." They went for it and I had a friend of mine and his wife cater it. We dug a pit beside the summer kitchen and fed 208 people there at the farm. It was the first time we'd ever done anything like that and you can see they ate well. We had corn, potatoes, beef--we really put on a display for them. Here you see Marty Ross and Page Palmer, and a lot of other people you would recognize from our TV stations around the state. We also got the front cover of a magazine, and numerous articles that are bringing people to our farm from all over the state. We are saying, "Come out. Spend the day with the old farmer. Bring the family. There is a picnic area here, bring your lunch and picnic and stay the day. Pick some fruit and bring some money." I conned one of the local motels into furnishing all the booze and even the bartender; you can see how nice the bartender looks--we dispensed a lot of booze. We put up a big tent and had professional square dancing for them. I even had three parachutists come down right in the yard. They said, "Green, it is going to be tight coming into that valley." I said, "If anyone lands in the woods, be sure and have them scream every half hour." (I get all kinds of publicity.) I kidded them, and I really wasn't planning on anything happening, but the first parachutist down broke his leg. If I could have gotten the other two to do it, I would have had it made!

This is a new road going up to what we hope to be our new farm market. We are going to sell everything that pertains to the farm, and we are going to try and raise it there at the farm. This was last year at strawberry season under the tent;

where the tent is is where our farm market will be. This is what my farm market will look like--we call it early rot! Hopefully, it will look like that.

We had no idea we were ever going to have a farm market, we were just going to be berry growers. I came down here and saw the enthusiasm and I went home in mid-winter and banged on the table and said, "We gotta' have a farm market." So, this is the start of it. Now, we have our poles up and if it ever stops raining we will get it done.

I appreciate you listening; you have been a good audience. If we are in business next year, we will see you.

HOWARD ROLLINS: Thank you, Don. I think most of you have been able to get a little bit of the feel as to why Don is so successful, and I suspect that five years from now it would be interesting to have Don back again to let us know just how some of this does work out.

My next speaker is a man whom I have known for many years and have had the privilege of meeting with on several occasions. Our speaker is John Bell, Sr. Some of you will recall that his son (John Bell, Jr.) was the principal speaker at the summer meeting of the Ohio Horticulture Society, when we had our meetings at Bakers in southern Ohio. In my opinion, John Bell is best characterized as being the "grandfather of pick-your-own." I don't think that he was the first man to operate a pick-your-own operation, but he certainly was one of the first in the nation to develop it to its fullest potential. I remember in Connecticut there was a fruit grower that had most of his apples drop to the ground during a heavy wind storm, so he advertised, "Come pick them up for a buck a bushel." Things went along pretty well, so the next time he found he was getting behind in his picking he'd go out and shake the trees at night and market his fruit this way.

In the past we had thought of pick-your-own, or some of these things, as salvage-type operations and too few people looked upon it as a positive way to really move ahead with a marketing situation. Now, I think we are beginning to recognize some of the tremendous potential that exists--a number of years after John Bell noted this opportunity. John indicated that, originally, he was a landscape architect; I could say he still is. However, he got into the fruit buainess largely due to the need of providing work for his work force, so that he could keep them year round. As the years went on, of course, the orchard operation became large and productive, and it meant that there had to be a decision made as to which way he would go. I think it is also significant that, while labor has been one of the background motivations of getting into the fruit business, labor was also a factor (as John pointed out to me last night) in starting the pick-your-own operation

Those of you who are familiar with John Bell's operation will recognize why he was awarded to the Agricultural Hall of Fame in Illinois, which I think is a tremendous credit to John and his operation.

Well, I am not going to take any more time with regard to our next speaker. He has a tremendous story to tell, and I think you are going to find it very interesting. So, we will turn this over to John Bell, Sr., President of the Bell's Apple Pickers Club.

WHAT YOU'VE ALWAYS WANTED TO KNOW ABOUT PICK-YOUR-OWN SELLING

"Tree Fruits"
A Slide Presentation

John Bell, Sr.
Mossley Hill Orchards
Barrington, Illinois

You know, when a fellow comes in our orchard and says to me, "Tell me how to prune an apple tree, will you?", I tell him to come around for a week, spend some time with me, and maybe at the end of the week he'll have learned how to prune an apple tree. So, for me to tell you, in one hour, all of the experiences we have had with pick-your-own--I hardly know where to start. I am terribly handicapped by following Don Green. Don Green is a professional speaker, you see, he talks to garden clubs, etc. I follow him, and I'm not a speaker at all. But, I will visit with you as people in this line of business we're in, and I hope that when we get through I will have contributed something that you can use.

If it hadn't been for pick-your-own, I would probably still be in the landscape business. We were located in an industrial area and help was hard to get, so with the large orchard we had, we were losing money--we were in trouble.

Now I do have some slides. This is an apple we built ourselves. The sign is a landmark. We have had this orchard since 1934, at least we have been in the business since 1934--we built this in 1939. It is made out of metal; the apple is 8' high and the tower is about 30'. You can see this thing all over the country. We are located 35 miles northwest of Chicago, between the Wisconsin Lake area and the city of Chicago. We have tremendous traffic on U.S. #12, which is a national highway (four lanes)--Chicago people that get out in the country, especially on the weekends. They are nature loving people and years ago they were older people. Older people used to eat apples, where the present generation hasn't learned to eat apples the way the older people did.

This is our building as we had it until 1965. This is just the beginning of our building--we had 100 acres of standard trees. We started with a partnership and when the partner died we couldn't get along with the man's family so we had to move--I bought adjacent land. I owned half of the trees and all of the buildings, so I was able to move my buildings and leave the other half of the trees.

This is the new building after we moved it. When we moved the main part of the building, this other orchard was built entirely for pick-your-own. We have 100 plus acres with 60 acres in apples.

Our trees are planted 9' by 15'; they are all dwarfs. As for the understock, we started malling IX's, but have gone into 106's and 26's. We started the first plantings in 1960, and progressed until 1966 when we finished the whole planting. We planted 300 trees to the acre (we have 18,000 trees on the 60 acres). As I told you, our whole theme was to plant an orchard for pick-your-own. So, we have the orchards a half mile long, 1300' or 1500' wide, and through there we have three or four long roads the length of the place. They are 60' wide, thus enabling us to park cars on each side of the roads and still come in to give instructions. We have room at our market for 350 cars, and in the back we have room for 1200 cars.

In 1965, we had a freeze and heavy snowfall and we lost all of the apples from the tops of the trees. It was the middle of October; we weren't halfway through picking, so we ended up with all these apples under snow--but the snow protected them. So, I went in to the Chicago Tribune and spent $163 on an ad, "Pick them off the ground." The roof fell in on us! We had cars all over the place--we didn't know what we were doing and we still don't. But, we finally got them picked off the ground, and that gave me the idea that crowds could do our work. The next year we started pick-your-own, and that same year a woman by the name of Joan Beck, who wrote for the women's section of the Chicago Tribune, came with her children to pick apples. She went back and wrote about a half page in her section on the visit. It would have cost $50,000 to buy it, but it cost us nothing. As a result of that, the roof <u>really</u> fell in on us.

We had cars in that orchard way after dark--they got in there and couldn't get out. Mrs. Mohr told the story about the car that got in her line at her cash window, well we had cars that got into our line not knowing what the score was (just saw a big line of cars and figured there had to be something going on in there), and they'd get back a mile at the end of the orchard, taking two or three hours to get out. They'd get disgruntled, even eating all the apples they wanted. This particular Sunday, when we were absolutely flooded, I went from car to car and wisecracked with them. The following winter, this woman said, "There is the happiest man in the world," and I asked, "What makes you say that?" "Well, you know, Mr. Bell, I saw you take a crowd of hundreds and hundreds of disgruntled people, and everyone of us were happy when you got through wisecracking with us." Who wouldn't be happy? I had $6,800 in my hip pocket in cash that night--so it really didn't take much to make me happy!

Well, regardless, we built a huge parking lot but even today we still have a four-lane highway crowded for half a mile where people can't move. Last fall we had such crowds that the State Highway Patrol stopped people from coming to our orchard for half an hour. We weren't complaining too much because we had so darn many that they couldn't get out anyway, so we gave them a half hour to clear the decks. They picked the orchard out in three weeks.

We start with McIntosh and end up with Golden Delicious. We are old-maidish enough never to allow a person to pick a green apple. Unless an apple is ripe, unless a crop is ripe, we just keep them off. We get into trouble with this because people can't understand why beautiful, red Delicious can't be picked. But, you know, Delicious apples do get red <u>before</u> they get ripe.

How did we get the crowds? I am going to hit the highlights of this thing, as it is complicated for me. First, get yourself a mailing list. We have some 40,000 on our mailing list. I was told early in the business that I couldn't open my place to the public and then differentiate or not have them all come in, but I said, "Nuts." I started what I call Bell's Apple Pickers Club, and I call myself the President of the Apple Pickers Club. To qualify for membership, we size people up and, if they look like decent family people that we want to come in, we give them a membership card. It is a real, quite expensive membership card with their name on it, with rules and regulations on the back so that we do have some control. Then, if we don't like your looks or if you misbehave, you don't get a membership card.

I claimed 12 years ago that when I finished my membership list I would have the finest group of people on this earth. I would know that they were nature lovers, first of all; they were family people, secondly (they'd bring their families out and enjoy it) and they'd do as we trained them. I've had people very proudly show me a membership that they've had for 12 to 15 years. Heck, they couldn't belong to the biggest club in the U.S. with more pride than they do our apple picking club.

In our orchard we do not allow radios, drinking of any kind or smoking (of course, because of danger of fire). We do allow people to drive clear back in the orchard, park where the apples are, and walk through the apples. They are directed where to go for which variety they want to pick. When they leave there is another four lanes of traffic, backed up for a quarter of a mile, and they line up there. We have signs, "Open the lid of your car," and we have people to check the amount.

We sell only in bushel baskets. We buy them all new for 31¢ and sell them for 30¢--to keep it at even change, you see. Years ago we decided we would give them back the money for their baskets as a refund. So, the 30¢ is a deposit and they get a refund. This is a wonderful thing for the store because during the winter and spring they will bring a couple of baskets back to get their 30¢, 60¢, 90¢ or whatever and that leads to more business because they never leave there without buying some more apples.

We contemplated about 1/2 bushel baskets, to accommodate the people who live in apartments in Chicago, but then we get some people who bring a stationwagon full of kids and only buy a peck--meanwhile the kids eat, well you know. So, we have gotten around that by sticking to the bushel basket, and I tell people who live in apartments to take them home and give them to their neighbors. They can be quite generous, because they aren't too expensive--we charged $4.25 a bushel this year. We started out at $3.15 years ago, and for four or five years it was $4.00, but this year we got up our nerve and changed it to $4.25. You have to give people a bargain, you see, and I tell people, "I'm not taking anything with me when I leave (I mean from this earth) and I don't want to give my kids too much money." It all boils down to the operation being a reasonable thing that saves people money; we are all anxious to buy direct from the farm and get things a little cheaper.

We build our business completely on quality. Now, we do have a retail business, you understand--that is the reason for the building. That building is about 350' long and about 60' to 70' wide. Anyway, the dollar is not the big thing, it is to give people pleasure and make a living doing it--that's my theme in life. And so, on a $4.25 price we come out very well. Of course, you all know this and I started to tell you about quality. We practice quality to the nth degree.

I'd like to point out one of my policies on quality. I have had a standing offer for 15 years of $5.00 for anyone who finds a worm in our apples--I have yet to give out my first $5.00. That is quality. We practice cleanliness in the orchard, so we give them a very high-class article. I brag that we never allow a bad apple to get off our orchard. We have one grade at the store, plus a utility grade, and we make the balance into cider. We have a tremendous cider business; we freeze cider so we have it all winter long.

We keep our stand open the year round (we have controlled atmosphere) and we have apples the latter part of August. We were fearful when we started this program that we might interfere with our roadside market. I didn't tell you, but we sell nothing but apples and apple by-products like cider in our market. I coined the cider-donut deal. We sell carmel apples, thousands and thousands of them, and we stress the word "Quality" always. Now, we do that in our pick-your-own operation, too. Our potential in the 18,000 trees is probably 50,000 to 60,000 bushels; at $4.25 a bushel, you can see what we were getting into. But, we do stress quality all the time, and we do a terrific job of thinning. We chemically thin and we hand thin to the tune of thousands of dollars, but we feel that our public is entitled to the very best there is.

Now, we did talk about the mailing list that has developed into a tremendous thing. We have two mailings a year. We have a little circular we call Bells Apple News and then in the fall we send out a notice just before picking in which we announce the dates and other interesting information--things we think are interesting, anyway.

Remembering that we cover a large area with varieties here and there (so we really are policing about 60 acres) we discovered several years ago that a policeman is the best guide you can get, the best fellow you can get to direct traffic and do anything else. They are in uniform and quite a figure of authority. When he tells me to go someplace, not that place but someplace--directs me to do something--I'll do it. There are a lot of people in this life that, if I told them to park here, to pick there or something else, they'd look at me and do as they pleased. Uniform help will give you something that you need. For the rest of our help, of course, we have people come in.

I did want to point out to you that we were concerned that the pick-your-own operation would disturb our other business. We are doing a half a million dollars retail, and you don't want to disturb that. But, we have found that pick-your-own is one of the great things that engenders other business to the roadside store. Once people come out and get their teeth into a good apple, they want some more and they keep coming all the rest of the year. Sundays, when we have a tremendous business

in pick-your-own, our store business increases proportionately. So, in our case, there is no interference between pick-your-own and the store business; they both go along together.

I think that pick-your-own is a tremendous lift for the apple industry. I am sure you all realize that the apple industry has problems. Most of our problems revert back to the fellow who does the picking. I tell the fellows in Michigan that they grow the most beautiful fruit that can be grown, but by the time the bushel pickers get through the fruit looks as if it has been run through a corn picker. In our case, of course, we have only picked by the hour.

We do not grow any apples for our store on our own place. We used to when we had those standard trees, but now we get them from Wisconsin, Michigan, southern and northern Illinois, etc. We buy them all in Michigan and we are so cantankrous and so mean that we send our own pickers to Michigan to do the picking in a good many cases. When we find growers in Michigan that know what they are doing (we have lined ourselves up with six or seven--one of those men is in this audience), we like each other and they bend over backwards to try to pick good apples for us. Of course, we pay a premium for them.

Now, let's get back to where we were. We have about five miles of gravel roads in the orchard. It is expensive, but during rainy weather people are able to get in and out without getting stuck. (Some of them do get stuck anyway.) We have a wide spot where we bring them in. We give them proper literature and instructions on exactly how to pick. We use dwarf trees; we try to restrict our height to 12' to 14'. We use 7' and 8' step ladders (we have hundreds of them) and when they come in we try to instruct them on how to place the ladder in the ground so they don't fall.

What do we do about insurance? We do have insurance; we have had a good many lawsuits. If they hurt themselves in any way, they immediately go to a hospital and somebody finds they got hurt doing something that enables them to collect. They look us up, see that we are pretty thrifty, and we get lawsuits. It has never cost us anything except premiums, but you should be protected. I've had lawsuits for $100,000, $50,000; I could go on and on. I had one case where an older man had wandered off, gotten up in a tree (we don't allow them to climb the trees), fell out of the tree and landed on his head. He killed himself, broke his skull, and he was dead when we found him. So, it isn't pleasant, you see. To get back to the ladder thing, we don't allow them to climb the trees--we restrict them to step ladders. So, we teach them how to pick an apple. You know, you don't pick an apple, you lift it. So, we point out that if you could take an apple tree and turn it completely upside down, very carefully, the apples would mostly roll off. We do try to teach people these things and they pride themselves on the fact that they know them.

It took me three years to make up my mind to start the pick-your-own program. I don't know if you older men know of C. L. Burkholder of Purdue, but Burk and I were very close. Burkholder was a lover of trees and Burk said if I'd dare to do anything like this he'd kill me (he was in on the planting of those original trees).

He was just sure that if they got in there they'd tear our trees down. That is absolutely wrong. Burk is gone now, but when he was still living I did love to point out how wrong he was, because we have no damage to the trees. Really, it was unusual that the fellow fell out of the tree because the branch broke. You would be amazed at how careful people are. Sure, we have some lousy people, but most people are like you folks--just common, ordinary, nice people. I have even had them come to me and say, "Look at that fellow doing this and that." You see, they take over a sort of a partnership with us because they are members of our club and feel a little responsibility. This is good because when they see somebody doing something wrong they might speak out and say, "You can't do this." They are our friends, you see.

I can't help mentioning retailing. Fifteen years ago, maybe 25, a woman came in and said, "I suppose they put all the little apples in the bottom, don't they?" This provoked me because we don't do those things, and I said, "Certainly they do, lady. How do you think we ever built a nice business like this unless we cheated everybody?" I really let her have it. Now I instruct our people to make a habit of taking three or four of the biggest apples they see passing on the grader and putting them in the bottom and then filling the rest of the basket. I don't want any more women coming to me saying that she found all the little ones in the bottom. When a woman gets to the bottom of our basket, instead of finding a small apple she finds these nice big ones, and she is very happy. We keep people happy; that is one of our words for success.

As I told you, we do everything we can, culturally, to have good apples in the orchard, and we are subject in our area to spring frost. Practically every spring we have frost, but we have been very fortunate. We, at one time years and years ago, burned oil and collected old tires to burn. Now they say you can't do anything any more, so three or four years ago I thought of gas heat, i.e., heating with gas. (Fortunately, we are right on the highway by a gas main.) A promoter for the gas company got a great idea--he would heat an orchard with natural gas. They got all enthused and spent $10,000 to put meters and all the rest of it in so we could have gas. I'm Scotch, except for a little Irish, and so I got the idea of putting gas and water in the same main, in other words, irrigation and then gas later. I took a trip to California, then to Florida where a couple of fellows had done this, and we now have a permanent installation underground for irrigation overhead and gas in burners. In this way, we practically erased the possibility of having spring frost. We do have a wind machine, but that only controls six to eight acres. We practically assured ourselves of all but one thing--we can fight cold in the spring, drought in the summer but we can't do much about hail, and hail is a problem in our country. Luckily, we haven't had much hail, but we do have hail insurance, enough to protect us the following year and this enables us to meet our bills and raise another crop. Beyond that, we'll eat apples.

Now, you'd better ask some questions to get me quieted down a little.

Q. WHAT DO YOU CHARGE FOR A MEMBERSHIP? A. We don't charge anything. There is no charge, but we can discourage people by telling them that membership is $50. We don't need people--we don't know what to do with the people we have. To discourage people, about five or six years ago we started charging a quarter each for people to come in. The first year we took in $3500, but I think we caused a little uneasiness on the part of people. You mustn't have a business where people think you are making too much money; that is bad business. So, I just abandoned that.

I have a story that came from New England. A fellow had a little cider mill and he made cider somewhere around Boston. He had a beautiful cider business, and when he really got going good he built himself a beautiful new building. The reaction among the New Englanders was, "The guy is getting rich; he must be making too much money." So, they went elsewhere. I debated a long time before we built this beautiful, new colonial building. We worried about this new building, but we built it anyway; and we have been happy with it because we are proud of it.

Now, are there any other questions? Fell free to ask them.

Q. DO YOU USE N.A.A.? A. Oh, yes, we use N.A.A., but we do a lot of hand thinning. We are in an area where we are subject to late frost--a lot of you in northern Ohio and Michigan had this late June frost this year. We can't do bloom thinning--we are afraid of it. If we had a bumper crop of blossoms, and did thinning (chemical thinning), come the 25th of May and we have a freeze and ten billion blossoms on that tree, of which few of them could set, the frost would wipe us out. So, we do hand thin. Our crop is too valuable--our land there is very expensive (they have built up around us and we are setting in the heart of $8,000 to $10,000 land), so we can't afford to take a chance. That is the reason I can afford to spend thousands of dollars for heating, thousands of dollars for irrigation. To play safe, we just wait and then hand thin. The only thing we fear is hail. Any more questions?

Q. HOW MUCH LOSS DO YOU HAVE BY PEOPLE STEALING APPLES? A. It is tremendous. I can't get too far afield on this thing, but it is bad and we do have problems. The latest wrinkle is people who will deliberately buy a diaper bag (who is going to look in a diaper bag?) and put apples in the diaper bag. We have all kinds of problems, but we face them with all the grace we can. It it is too severe, we just tell them to please never come on our property again--we don't need their type of people. We do look through the cars, we are very careful with that. We keep a basket of apples for undesirables at the check-in gate just properly filled. We don't like a flat basket, but a nicely rounded basket. I hate to have them take an extra one-half bushel. I tell people that if I have to give them 20% of my profit I'm not going to do it. They aren't charity, they own a nice car, so why should they pick on me? If I have to give them 20% of my profit, I am out of business.

Q. HAVE YOU EVER CONSIDERED WEIGHING? A. Oh, we have gone through all kinds of things, yes. But, it is too slow in our case. Our volume is so heavy (when you start running four lines of traffic, to get their money, you have to make progress); we get along. We like what we are doing, and until something radically wrong happens, we don't like to change--we are just that old-fashioned. We are

selling apple butter now for 65¢. I think 35 years ago we started selling it for 50¢, and we don't increase our prices. We are just old-fashioned and mean enough to know that there is one way to cause inflation and that is for everyone to get as much as they can. And, we don't need it that badly.

Q. DOES THE PRICE INCLUDE THE BASKET? A. No, that does not include the basket. They have to pay for the basket and they have to pay for the sales tax. That isn't greedy. When they go into the supermarket, they'd be paying 69¢ for three pounds; our 10¢ a pound is a bargain.

Q. DOES SOMEONE ELSE HANDLE YOUR LIST FOR MAILING? A. No, we have an addressograph machine and we do it all ourselves. We do everything ourselves in this orchard; we just love to do things. Who in the heck would start out to build an 8' metal apple? We did, and it is beautiful. We do everything--we do all our own electric work, all our own mechanic work, we know how to run pumps, we know how to do a heck of a lot of things, most of which never get done.

Thank you.

HOWARD ROLLINS: Thank you very much, John. I can assure you that, in seeing their operation, the way it has grown is fantastic. It is amazing how this whole field is developing and I think you've got to like people if you are going to be involved in this. If you don't enjoy people, then you have real problems.

I think you are going to find the next speaker this morning extremely interesting and stimulating. He is John Millican. For years he was the owner of a very successful operation at Lexington Gardens, Massachusetts. Recently, about 18 months ago, he sold his business, but did stay on in an advisory and management capacity until a few months ago, so he has had an active involvement in the total of this business. He told me last night that this would be his 350th talk and, with a little grin, that this is going to be the last; I really doubt that is the case. I am willing to bet there will be several more following this. I think that, as you listen to the man, you can't help but develop some of the enthusiasm that he has. One of the things that has made his business operation successful has been his enthusiasm his outward nature, and also the fact that he certainly has been able to capture that magic.

With no further comments, I would like to turn this over to John Millican.

"SUCCESSFUL MERCHANDISING AT LEXINGTON GARDENS"

John Millican
Lexington Gardens
Loudon, New Hampshire

My wife and I started this business with less than $50; you can't get much less than that, because if you do you're going to forget about it! We worked this thing up and, with the help of my three sons, this thing grew to be a fantastic business.

I once gave a lecture at Penn State College a number of years ago, they all wrote down notes, etc., and when I finished I asked for a show of hands of those who didn't believe me. Everybody's hand went up! Well, I just laughed and I said that I didn't blame them for not believing me. Later, one of the head fellows came to me and said, "We are kinda' fussy about who we have speak. We want good, honest men who tell us the truth. I don't believe your story either." Well, I didn't have any pictures to show him so I said, "Why don't you come out to Lexington Gardens and take a look--see if I have said one thing out of line and if so, I will deed you this greenhouse absolutely free. That shook him up a bit.

One of the things that I did say was that when 5:00 p.m. came (not five minutes past 5:00, but 5:00) we put the chain across the door. We practically have to kick the customers out of that place, or we'd be there all night. So, about a month later this man from Penn State came at two minutes past 5:00 and couldn't get in. I saw him standing out there and asked what I could do for him. "You remember me," he said. I answered, "Fellow, I see 10,000 people a day; I don't have any idea who you are." "Well, I'm the fellow that practically called you a liar at Penn College. Now, I can't get in. But, one of the things you said was that I couldn't get in after 5:00, and it is two minutes after." Well, I said, "You're gonna' come in; I'm gonna' show you a few things."

Another thing that I had said at Penn State at that time was that we do nothing but retail, and we have 4,000 stock plants. Of course, they thought that was the biggest lie they had ever heard, since several speakers ahead of me were talking about wholesalers and having 200, 300, and 500 stock plants, and telling about the tremendous business they were doing. So, in our traveling around in the greenhouses, he was oohing and awing, I had purposely left off the greenhouses for the geranium stock plants. Finally he said, "I've seen all that you talked about, but what about the potted geraniums?" I took him to greenhouse #10 where there were 25,000 plants. His only question was, "What do you do with them?" I said, "We sell them."

Our biggest problem is that we have too many customers. You don't hear that very often, but in our case it is true. Also, along with that statement, we do not spend one single penny on advertising. We wouldn't dare. I had a fellow come in one day and he said, "I can't quite understand you. I usually bump into you somewhere in the front of the store soon after I come through the door and you insult me and hand me a wagon. I've got to get my own plants, haul them all around; then I come to the check-out and you're laughing your head off for me buying so much stuff. And, I still keep coming back for more!"

We have done a unique job with this place. I have three sons in the business, they have been with me ever since they got out of high school. My wife also works constantly with me. After a few years we accumulated three daughter-in-laws (they run the cash registers) and they accumulated nine grandchildren. They are all working, so we have 17 Millicans operating the Lexington Gardens. We also employ over 50 people, 26 are year-round employees with the balance part-time during the busy seasons (spring, etc.).

Each one of us has our own department. My youngest son is the grower. Last year we grew three million plants of over 400 varieties--everything you can think of. They range in price from 20¢ to $300. And, our policy is that we say to you, "If you can't get it at Lexington Gardens, don't bother going any place else because they won't have it."

The second boy is the maintenance fellow and the bug man. He chases bugs everyday. Believe that we are faithful about spraying--it is a job to get your bugs in the greenhouses. My son has all kinds of concoctions he makes up, and he has a room with chemicals that I wouldn't dare stick my nose in for fear I would drop dead. But, he mixes them up and we spray our place every Saturday night after 5:00 p.m. We have to wear a gas mask, rubber hat, rubber clothes, rubber gloves, rubber boots--we are completely encased in rubber. When we finish dusting with this gas we use, you can walk back in the greenhouse and there isn't a thing alive. Now, we have to have one guy regulating the operation with a stop watch--going too fast, slow up a little bit. If it is done too slow, it hasn't done the job; if you happened to be 10 seconds too long, there wouldn't be a plant alive. This is how fussy and particular we are about getting out good plants.

We burnt 165,000 gallons of oil last year, big burners that burn 95 gallons an hour--a tremendous thing. We have all kinds of alarm systems. We have a wall with dials and buttons blinking--you'd think it was a telegraph office. But, it all means something, tells you what is going on in all the greenhouses. If we should suddenly get some problems, a red light comes on. If you don't notice this red light in 20 seconds, an alarm bell will go off in the greenhouses across the street and in all the homes, as well as my own. Just like a fireman, you lay your clothes out and boom, when the bell goes off everybody rushes to see what's wrong. It could be anything at all. Also, if you walked in the greenhouse at night and sneezed, you'd hear it all over the place--we have intercoms. We have 15 telephones. Any kind of protection you can get we have, because all we have to do is have the temperature go down to zero some night for two hours and that is the end of all the plants. We carry about two million plants on hand at all times, so it would be a tremendous loss if we ever had those plants go to pieces.

The first son, the oldest boy, is the one that creates everything. He has imagination. We have a store 75' by 100' in which we sell all the incidentals that go with the plant business. One third of these are novelties such as dishes, pottery, glassware. That's the job that my wife took care of, that plus all the books. She worked all day in the store, ordering and waiting on people, and she worked all night counting money. Now you laugh, but I get so sick of counting money that I don't want to see it any more! That's an actual fact. My management fellow picks up the money. He's always dressed in dirty old clothes (he's in the piping business) and nobody realizes what he is doing. Inside the store we have six cash registers, and we have four on the outside. He comes along with a bag and cleans up all the cash registers about every half or three quarters of an hour.

In our area, there are hundreds of roadside stands selling vegetables, plants, etc., and I'd certainly be ashamed to have my name attached to those places. In the spring, when the warm weather comes along, they go outside to where they had business last year and say, "What'll we do?" Well, they had an old crate over there that had some beets and carrots in it, they've got an old cement block over here, maybe an old crate that needs a nail or two; they put a plank up, "Open," then they go and spend $3,000 to $5,000 advertising to have people come and see that beautiful thing. Now, you know fellows--this is the wrong way of operating. The secret in your business, my business, or anybody's business, is to get the people talking about you. Once they get talking about you, the right way of course, you'll be kicking them out of the door. You won't know what to do with all the people. Now, there isn't one single person in this whole room that can argue against me. I didn't get this from nothing; I got this from actual experience.

One of the big things is to create some kind of image for people to remember. You go there, you see something. You see it all the time--you go to Howard Johnson's McDonalds, etc., because of the particular signs that you know. Well, this is how I did it. I am known all over the area as "the man with the red vest." People would come in and say to the cashier, "Where's the boss? I want to see him." Just look for the man with the red vest. Before I did this, they'd say, "Where is that short, fat, gray-haired guy?" Once I put this on, that was the end of the problem.

Now, you ask what they wanted to see me for. Well, I have a wealth of experience--I've been at it 40 years. If I haven't learned it by now, I should quit. (I'm going to quit anyhow.) I'd hang up the telephone (100 minutes worth of time for 2¢, you know) and turn around and there would be 25-30 people in a row just waiting for me. Or, there'd by crowds around me asking questions. It got so bad that I used to say, "Would you people all listen to me? Maybe you've got the same problem this lady has." You'd answer that question then someone else would have a leaf off a tree, an evergreen or a lawn problem; they wanted to know what kind of grass to use; they wanted to know what kind of fertilizer to use in planting a lawn; how much lime to put on a lawn; what type of this; what about that; what kind of disease have I got. One fellow said, "Pretty soon we're going to have to have an appointment to see you; we can't just walk in any longer."

Well, this was wonderful, but it sure could wear you out. There were a lot of days--we always had breakfast at 6:00 in the morning when we'd be lucky to get our supper by 9:00 at night. You'd start to walk across the road to go to lunch and, "Hey, I want to see you for just half a minute." And this would happen again. Finally, you'd just give up. You'd just stay with them. People are just like flies.

I think we were the first in our line to start a completely self-service business. They'd take the little wagons and haul the kids around while they were shopping. This was good because they usually didn't stop until that wagon was full. I threatened to put two decks on them so we could sell a little more. When it got so we didn't need any more customers (we couldn't produce any more plants), I forgot about them. In our packing area we have room for 402 carts. On busy Saturdays, we have an officer in the street and we have two men in the parking area to direct traffic. One wears an orange vest and sits on top of a tall step ladder in the middle of the parking lot and signals the officer that he's got room for one more car. Once, a man circled around the place five times before he finally got in; we have really outgrown that spot.

Last year we sold, as a side issue, 16 trailer loads of evergreens (we had 11 evergreens left); 14,000 rose bushes of 127 varieties (we ran out); and 47,000 perennials (we had about 75 left). The secret of this business, if you can only figure it out, is to try to increase to what you think you'll sell. Now, these stands I was talking about put up a couple hundred annuals and, as time goes on and you still see them sitting there, they wind up throwing them out. Well, they get them prices so high there is nothing left of them. That's no way to do business, you want to sell them all. The profit is in the ones that you throw out, so you didn't make any profit off the ones you did sell.

We used to make a practice every year of increasing our business 20%, every single year we grew and purchased 20% more, and it worked--we wound up just about free. Remember, this is without advertising. Those advertising guys want every nickel they can get from you, and if you spend $3,000 advertising, you've got to sell an awful lot of stuff before you get to $3,000 profit. How about taking that $3,000 or $1,000, or what have you, and put it into your place to make it look nice? Do something that nobody else does, even it if is crazy. Get the people talking about you, you'll be kicking them out the door. Again, don't argue with me because this is the truth.

Now, in this store we have, we decided to show what merchandising would do. We decided we'd grow and sell Bonsai trees. We set up a little display to one side and we did $200 the first year. My sons said that this was no good--we had to give them up or do something about them. So, he decided he'd build a Bonsai room, 20' by 20' in the greenhouse. He built the nicest little thing you ever saw. It was a little Japanese home with back yard, trees, little waterfalls, all the pictures that go with it, the little streams, the fishes, the whole works--everything from soup to nuts. And, you know what we did in 1972? Just a little over $16,000--by the display.

We decided we would also build six cute little rooms inside this 75' by 100' display area. The first one we built was a watering can, 10' round. It was just like a watering can, painted silver with a great big spout, 8' long. There was a sprinkler on it, and all the hoses, nozzles, and what have you that goes with water is in that room. Then we built a bird house, a big bird house about 10' with a hole in the top with an artificial bird. Bird seed, bird cages, etc., are in that room. In the corner we put in a light roof with things you use to grow plants under light. Around the corner we built a bug house and we call it The Bug House--funniest looking thing you ever saw. All the sprays and materials are in that room. Then we have the tool house, with all kinds of tools in that room. Finally, we have the fertilizer barn. We made it out of old boards to make it look like an old barn, and fixed it up real cute. You know what happened? The percentage gain in the bird house alone was over 500% the first six months. It was so nice--there was something about those little tiny rooms that seemd to get people. They went into the bird house with the idea of buying five pounds of bird seed (that's all they wanted) but they came out with all kinds of things they never had any intention of buying. All day long you'd hear people saying, "Hey, Mary, will you lend me a quarter? I spent more than I intended." Now, this happens all the time; it is nothing for people to come in and spend $50 on plants--nothing.

Last year we finally had the record of selling the most number of packages of seed in the whole country. We paid the man a little over $7,000 for those little 25¢ packets--this is tremendous. You see people checking out with whole baskets of seed; they don't have any idea what they are going to do with them. I say to the people, "You know, you can buy a box of 12 nice petunias in a box for $1." "Yeah," they answered, "but for 75¢ we can get a whole mess of them." So, I sell them the seeds and I sell them the box to put them in, we sell them the soil and a little peat moss and we finally wind up selling them the box of petunias, anyway. But, they keep on doing it and doing it and doing it. That's OK, they have a lot of fun doing it and we help them. Our policy is to help you in every way that we can, but our operation is self-service.

You have a certain number of rules and you must stick to them. If you stick to the rules, they'll understand. Now, I know it sounds funny to be kicking the customers out, but I've seen as many as 20 cars parked there wanting to get in and it would have meant a lot of money had we let them in. But, if we let them in, soon it would be 5:30, 6:00, 6:30, 7:00--later and later. The reason they go home at dark is that we won't turn the light on for them.

In the back of our store we have a place 70' by 180' with an all-day set-up of 48 tables. There are over 400 kinds of plants for you to pick from and each individual section has a little square sign with a hole in it that tells you what it is, where it should be in the house, how you should water it--which makes it very simple. All plants at one table are sold at one price. Every morning a fellow goes around with a list--need 10 of this, 20 of that--filling in all the little spots left on each of the tables. And, every morning, if they see a plant that has either been damaged or it doesn't look quite right, out it goes. So, every plant sold here is 100% A-OK.

Anyone can grow carnations or geraniums. One or two plants, this is a cinch. But, you grow 400 and then see. Every one has to be handled differently. You've got to know how to handle it, how to transplant it. We have a transplanting thing which goes on all the time. If you want your plant transplanted, you bring your plant in and we don't charge you for transplanting it. We do charge you for a new pot, etc. A man came in one day and bought a great big plant that he wanted to transplant in a pot he had at home. I asked if he wanted me to tell him how to get it out of the pot. "What do you think I am," he said, "stupid or something?" Well, he came back with the plant the next day, very sheepish looking, and said he didn't want to crack the pot but tried all night and couldn't get it out. "Oh, I thought you were the guy that wasn't stupid," I said. It was very simple--I picked up a piece of block wood and hit the pot and the plant fell out just like that.

Had another man come during February, almost 10° above, and he bought a big plant for $49.95. I wasn't there at the time, but the girls wanted to wrap it up. Well, he didn't want it wrapped up, so out he went. All of 15 minutes later the telephone rang, "I'm the man that bought the plant for $49.95," he said. "It is dead." He was so insistent that the plant was dead that I asked what the leaves looked like. He said, "There aren't any leaves on it." "Well," I said, "what did you do; what kind of a car do you have?" He said he had a roadster and always had the top down. I said, "You not only froze the plant, but you blew all the leaves off." "What do I do now?" he asked. "The only thing I can suggest is to turn around, pick up all the leaves and see if you can glue them back on again." He wanted a new tree; he didn't have a chance of getting a new tree. This is what you get, so you stand your ground when you have to.

The thing that always burned me up was when people came in with a plant and said, "This plant is no good. What is the matter with it?" They'll never get a cent out of me. But, if they come in and say, "Mr. Millican, I don't know what I'm doing to this plant." OK, we'll look it over, take it out of the pot and look at it. I say to you, stand your ground. Have your rules and regulations--there are always two or three that try to get the best of you. The idea that the customer is always right, that never went down with me--with me they are always wrong.

Practically everything is done wrong at Lexington Gardens, but it comes out all right. For instance, we are off on a back road in a nice residential area that doesn't even know we are there. There isn't a sign anywhere that tells you how to get to Lexington Gardens. We aren't open Sundays--you couldn't buy a 10¢ plant for $50 on Sunday, becuase it happens to be my religion that I don't believe in Sunday work. That's nothing against you, fellow; do anything you like. We don't honor any credit cards, no matter what they are. We aren't interested in credit cards at all, and we wouldn't think of trusting you for three cents--you pay here when you leave so that every night it is right there. Cash looks good. If we established a credit system we'd need about 50 cash registers and 50 different girls writing things down. We'd be chasing people around the country for our money.

Once a lady came in (she just lives down the street, I know her well) and bought $15 and some cents worth of plants--didn't have the money. Now, the average man might say, "OK, here's your plants. Drop by next time." No, no. I said, "I'll put them right here for when you come back. I'll wait for you." She didn't take offense at that. So, stick to your policy. This is one of the secrets of Lexington Gardens--pay as you go, or you won't have it.

Now you say, you don't get the business. You can't argue with me, we've got the business. We sold out to Pepperidge Farms, of all people. They are going into this field (they are starting another place the first of April in Connecticut and they claim they are going to have 25 garden centers), so I worked with them for one year sort of managing the place and getting it set up. We have records--everyday we do this, tomorrow we do that, yesterday we did this--for a whole year. How many seeds you plant, what happened to them, do they work out well; so I have the whole line, you just gotta' look at those records. Well, they just put the records in a box and said they had their own ideas. Since then they have been on their hands and knees begging me to come back and work for them. They have offered me a tremendous salary, but I'm not the least bit interested.

One of the main reasons we sold Lexington Gardens, believe it or not, is that we got to the point where we gave Uncle Sam $60 out of every $100 we made. I don't want to do that. I don't mind paying taxes, but when we had to work 16 hours a day (which we did) and then give it away--that's for the birds. This opportunity came and we took it. We are very happy that we took it; besides, I am heading towards 71 years of age and it is about time that I started thinking about something else other than just potting plants.

I love people; I get along with everybody great. It really is a lot of fun and you could be really successful if you put you mind to it, but you've got to work. Now, if you don't remember anything else I told you, fix your place up and tell the boy that sells advertising to go someplace else, you aren't interested. Put that money for something else. Once people get to know you, know you have a nice place, you will be absolutely swamped with people.

I could come right here to Ohio, find a beautiful spot somewhere and, once I've got you in the store, you've got to do the fantastic. I'm not doing what every other guy down the street does. My competitors would come over and measure my things and then go back and build the same things, but they go broke because they don't have the right personnel. Our ladies behind our cash registers are clean, nice looking gals; they were neatly dressed and very pleasant. During working hours no employees are allowed to smoke in our place, there were no coffee breaks, they couldn't chew gum (if you chewed gum, you were automatically through because we wanted our place to be a nice, clean-cut business). The floor was cleaned every morning; we painted the floor twice a year. My wife ran the gift department there and I'd defy you to find one speck of dust anywhere, because if the check-out girls weren't busy, they'd dust. Everything was clean. You know, after Saturday it looked like a bunch of wild horses had been through the place. You'd find a bag of

fertilizer over here where the petunias are. We found a $4.95 fancy dishrag way out in the shrubbery department. Women, especially, change their minds three or four times the same day.

You know, it's a funny thing. I could say all kinds of things to people, insulting things, and they just laugh and have a good time and want some more.

Now I want to show a few pictures. Here is a man on a flower pot that my son created and hung on the ceiling. Everyone, especially the kids, stop to look at the "flower pot man" because it is different.

We sell bulbs of all kinds, all are labeled; we have the old Mexican hats. You know what is really nice is when a customer brings in a cactus that is 5' high and wants us to repot it; we just love that. Here is one my son created--a cactus scene with the railroad car. This has all the small plants. The glass up on each side keeps the kids from monkeying, and you'll also notice they put the cactus in front so if they go to reach they'll wind up with an arm full of needles.

This is a tropic plant in a little house that immitates sort of a tropic land. Any kind, any size--you name it, we got it. There are our African violets (we have a thousand African violets we keep on hand the year around). We grow 100,000 violets every single year and they sell them all at the retail outlet.

There is our perennial plant section, a new idea which my son created. It is all automatic, and you can grow there as well as sell. It is automatically watered, automatically heated (you can have any temperature you wish in any of those places); it has worked out very, very successfully. It is a rather expensive thing to do, but it is nice because nobody walks through any mud at all. They can wheel carts around and people can come in with the baby carriages and walk right through there. Also, people do not want to stoop down, so we put everything up where they can get hold of them.

We never sell a rose dormant--never--always in a pot. It must always have leaves on it or we won't sell it to you. If we sell it to you dormant and it dies, you'll come back and tell us it was dead when you got it. This way you can't say that because it is alive when it has leaves on it and you can't come back at us.

We fertilize every time we pick up a hose, and that really makes a difference. Also, over here we have the hot water system for our plant watering. I believe we were the first to do it--we water all day long, giving the plants 80° water. You wouldn't believe what happened to those plants when we began to give them warm water. It's just another detail in having the best there is.

Well, that's it. Did you enjoy it? Any of you people that don't believe my story, take a ride up sometime.

HOWARD ROLLINS: Thank you, John. I can see a lot of folks that are starting with one plastic house are letting things sort of work in their mind as to where this can carry us.

I would like to encourage you, during the noon hour and for the next 15 to 20 minutes or so, to visit the exhibitors downstairs. Remember, these people do provide a lot of support for the meetings. They are a great help to us and I hope you will take time to visit a number of the exhibitors downstairs.

The meeting is now adjourned until after lunch.

William McNutt, Afternoon Chairman
Ohio Farm Bureau Federation
Columbus, Ohio

I am Bill McNutt. I work for the Ohio Farm Bureau in the Commodity Relations Department, and also for the Ohio State Horticultural Society and the Ohio Vegetable and Potato Growers Association. I see many of our members of both organizations here. We are glad to have you for the wind-up session of the 13th Annual Ohio Roadside Marketing Conference.

We are going to start with the topic of "Refrigeration and Handling of Produce for High Quality," by Dr. Dale Kretchman, Ohio Agricultural Research and Development Center. He specifically instructed me not to read his entire pedigree, which I will not.

Dale, it is a pleasure to have you with us.

"REFRIGERATION AND HANDLING OF PRODUCE FOR HIGH QUALITY"

Dale Kretchman
Department of Horticulture
The Ohio State University

Retailing fresh fruits and vegetables at roadside farm markets is an important sales outlet for many producers of these crops. Much effort is expended to produce high quality crops, but all too often by improper handling the quality has seriously deteriorated by the time the consumer purchases and uses the product.

Significant advances have been made in our knowledge of post-harvest handling of fresh commodities to maintain quality from harvest to consumption. This presentation is designed to provide information to assist you in giving your customers as high a quality product as you can from your retail business. You must remember that the quality of most fresh commodities does not improve after harvest. Therefore, if you produce something less than high quality, you will certainly sell something less than high quality and, if improperly handled, it may be of very poor quality.

Fresh fruits and vegetables are living entities even after removal from the parent plant or from their growing medium. Hence, they carry on most of the processes associated with living tissues. From the standpoint of the post-harvest life of fruit and vegetables, respiration and transpiration are the most important. Respiration is the process in which substrates within the produce are utilized to provide energy for maintaining life; transpiration is the process of loss of water in the vapor form from the plant tissues. Post-harvest life and quality can be maintained by reducing the rate of respiration and the rate of water loss by transpiration.

Both processes are greatly influenced by temperature. Generally, the lower the temperature, the lower the rates of respiration and transpiration. Most commodities should be kept at temperatures as close to freezing as possible. However, some commodities which usually are of a tropical origin, such as bananas, tomatoes, peppers, cucumbers, etc., are subject to chilling injury at temperatures below about 40° or $50^{\circ}F$.

Relative humidity also affects transpiration. Generally, humidity should be as high as practical, except for certain crops such as dry onions, winter squash and pumpkins. High humidity is not easily kept in a retail market display area or in a refrigerated cooler. It can be aided by using humidifiers, wetting down containers, or flooding the floor in storage rooms and by sprinkling products with water or crushed ice in display areas. Also, some products can be displayed on beds of crushed ice. Care must be taken to prevent leaves from continuously being wet on some crops such as bunched beets, carrots or radishes, as this may cause more rapid leaf decay, especially at high temperatures. Generally, sprinkling with water should only be used when the products are being displayed or stored under refrigeration

All fresh products should be handled carefully to prevent bruising and breaks in the skin. Damage to the fruit or vegetable causes an increase in the rates of respiration and transpiration and provides avenues for the entrance and development of decay-producing organisms. You should frequently examine your displays and remove any damaged, decayed or unsightly items. You should also keep decayed products out of your storage because the disease may spread to other commodities even in a refrigerated storage room.

The following table, "Optimum Conditions for Handling and Care of Fresh Fruits and Vegetables," was prepared to provide some helpful information for keeping and displaying fresh product. Remember that quality sells and repeat customers help sell volume.

BILL McNUTT: Thank you, Dale. I think it has been excellent to have the response that we have had from Dr. Kretchman, and I know that he will be more than willing to talk with you as your schedule permits.

We are really happy to welcome our next speaker, Ed Royer, back. Many of you who have attended these conferences over the years know that in the past Ed has had a part in keeping them going and helping to plan them. He left us in 1968, after serving as Extension Specialist in fruit and vegetable marketing at Ohio State, to go to full-time teaching at the University of Dayton. He is a native of this state, received all his degrees from Ohio State, and we are just tickled to death to have you back, Ed.

OPTIMUM CONDITIONS FOR HANDLING AND CARE OF FRESH FRUITS AND VEGETABLES

Produce	Ideal Storage Conditions		Sell Quickly (1-2 Days)	Care in the Display Rack		Special Notes
	Temperature (°F.)	Relative Humidity (%)		Refrigerate (40°F.)	Sprinkle With Water	
Apples	30-32	85-95		Helpful	No Advantage	Avoid Bruising
Apricots	31-32	85-90	Yes	Helpful	No	
Asparagus	32-36	90-95	Yes	Profitable	No	Trim butts and stand in ice or shallow water
Avocados	40-55	85-90	Yes	No	No	Display on padded surface
Bananas, Ripe	56-58	85-90	Yes	No	No	Display on padded surface
For Ripening	58-68	90-95		No	No	Avoid Bruising
Beans Lima	32-40	85-90	Yes	Profitable	No	Shake up to aerate
Beans, Snap	40-45	90-95	Yes	Profitable	Yes	
Beets	32	85-95	Yes	Profitable	Yes	Moisten roots only
Berries	31-32	90-95	Yes	Helpful	No	Keep well ventilated
Broccoli	32-35	90-95	Yes	Profitable	Yes	Keep out of sun
Brussels Sprouts	32-35	90-95	Yes	Profitable	Yes	Remove yellow leaves
Cabbage	32	90-95		Helpful	Yes	
Carrots	32	90-95		Profitable	Yes	Moisten roots only of bunches
Cauliflower	32	90-95	Yes	Profitable	Yes	Sprinkle only if refrigerated
Celery	31-32	90-95	Yes	Profitable	Yes	
Cherries	31-32	90-95	Yes	Helpful	No	Keep well ventilated
Corn, Sweet	31-32	90-95	Yes	Profitable	Yes	Keep cold to keep sweetness
Cucumbers	45-50	90-95	Yes	No	No Advantage	
Eggplants	45-50	85-90	Yes	No	No advantage	Do not bruise, keep off ice
Grapefruit	50-60	85-90		Helpful	No advantage	Remove decayed fruit
Grapes	30-32	85-95	Yes	Helpful	No	Keep well ventilated
Honeydews	45-50	85-90		Helpful	No	
Lemons	38-40	85-90		Helpful	Yes	Sprinkling may be helpful
Lettuce	32	90-95	Yes	Profitable	Yes	Avoid soaking with water
Limes	48-50	85-90		Helpful	No advantage	
Mushrooms	32-35	80-90	Yes	Helpful	No	Handle carefully, keep dry
Muskmelon, Full Slip	32-35	85-90	Yes	Helpful	No	
Onions, Dry	32	65-70		No	No	Remove loose wrappers, keep dry

OPTIMUM CONDITION FOR HANDLING AND CARE OF FRESH FRUITS AND VEGETABLES, CONTINUED

Produce	Ideal Storage Conditions		Sell Quickly (1-2 Days)	Care in the Display Rack		
	Temperature (°F.)	Relative Humidity (%)		Refrigerate (40°F.)	Sprinkle With Water	Special Notes
Onions, Green	32	90-95	Yes	Profitable	Yes	Keep well ventilated
Oranges	34-38	85-90		Helpful	No advantage	Remove decayed fruit
Parsnips	32	90-95		Helpful	Yes	Moisten roots only
Peaches, Ripe	31-32	90	Yes	Helpful	No	Ripen at room temperature before storage
Pears	29-31	90-95	Yes	Helpful	No	Display in single or double layer on pads
Peas, Green	32	90-95	Yes	Profitable	Yes	Shake up to aerate, Keep cold
Peppers	45-50	90-95	Yes	Profitable	Yes	
Pineapples, Ripe	45-55	85-90	Yes	No	No	Remove decayed fruit
Plums	31-32	90-95	Yes	Helpful	No	Remove decayed fruit
Potatoes	40-50	85-90		No	No	Keep out of sun
Radishes	32	90-95	Yes	Profitable	Yes	Keep water off tops, avoid tight packing
Rhubarb	32	90-95	Yes	Profitable	No	Trim thin slice off stems and stand in cold water
Squash, Summer	40-50	85-95	Yes	Helpful	Yes	
Squash, Winter and Pumpkins	50-55	50-75		No	No	
Spinach	32	90-95	Yes	Profitable	Yes	Keep ventilated
Sweet Potatoes	55-60	85-90		No	No	Keep ventilated
Tangerines	32	85-90	Yes	Profitable	Yes	Remove decayed fruit
Tomatoes, Ripe	45-50	85-90	Yes	Helpful	No	Sell quickly, refrigerate if necessary to hold
Tomatoes, Green	55-70	85-90		No	No	Ripen in back room, sort frequently
Turnips	32	90-95		Profitable	Yes	Sprinkle roots only
Watermelons	40-50	80-85		Helpful	No	Cover cut melons with transparent film

"MARKET MANAGEMENT FOR PROFIT"

Edwin J. Royer
Department of Marketing
University of Dayton

It has been slightly over five years since I have been around the Ohio Roadside Marketing Conference, and the many fine people in the audience I had become acquainted with during my eight years with the Ohio Cooperative Extension Service. Without becoming too nostalgic, I will state here and now that your kind of people are among the friendliest and most interesting that I have ever had the opportunity to work with. Another pertinent observation is the tremendous growth and changes in this 13th Ohio Roadside Marketing Conference from the first one held in the Fall of 1960. That first Conference was a one-day, 9 a.m. to 4 p.m. affair, as compared to this year's two-day, split-program with displays in this beautiful facilility.

I still remember the "tremendous trifles" talk given by Bob Bull from the University of Delaware. In that talk he traced the ideas of the direct roadside marketing opportunities from the card table stand to the development of an operation like Knotts' Berry Farm in California. Since that day in 1960 many of you have developed from a small-sized operation to enterprises that rival Knotts' Berry Farm, as far as potential is concerned. The myth that one had to start small and work many long, hard years growing at a slow rate has been dispelled by the example of roadside markets selling up to and beyond $1 million annual sales. Some of the people who have attended these conferences have carried the ideas expounded here to the far corners of the U.S. and beyond to Canada, Great Britian, Europe, and maybe even to other foreign countries.

I gladly accepted the invitation to speak to you for a couple of reasons. First, I wanted to see for myself the size and scope of the Roadside Marketing Conference and, secondly, that hopefully I could make a contribution to the meeting itself. In reading the Proceedings of the 1971 and 1972 Conferences, I could see that new people, new ideas, and new ways of doing things were still the trademarks of you people in the roadside marketing business.

In pondering what I might say to you today on the topic, "Market Management for Profit," I had a hard time deciding where to begin. The word "profit" in the title has a good sound. Profits are important for a business operation as they effect ones ego in terms of measuring success. Even more so, they affect bankers and lenders if they have loaned capital to help expand ones business. Profits are important for future growth and survival as well. In teaching business students at the University of Dayton, I stress that no firm is guaranteed survival or existence. Witness the Bon Vivant Company a year ago, or some of the fast-food franchise operations. A business enterprise has to prove its worth to society every day in

terms of justifying its existence through satisfactory performance in providing benefits and satisfaction to society. What, then, are some of the things that you can do with your market that will result in both satisfactory profits to you and satisfactory performance for society?

The first rule that I would suggest is to evaluate the controllable items you have to work with, such as your market facilities, your source of products, your management team, and available personnel for working the market. Are these factors satisfactory to provide the kind of atmosphere and shopping experience desired by your customers? If the answer is negative, then maybe some investigation into determining the sources of the problem may be in order: 1) Perhaps the building needs to be enlarged, cooler space added, parking area expanded, or even new policies in terms of months, days, or hours open; 2) Possibly a rearrangement of space for display of products needs to occur to give sufficient aisle space for customers to move around and not feel crowded or jammed when shopping in the market; 3) Possibly new or different products than you now handle may "perk-up" the market attraction quotient. I was amazed at some of the items in the Proceedings of past years that I read about being sold--from dried weeds to pumpkin jam.

A second rule that could be of immense value to any of you is to attempt a "consumer image" survey of your market operation. This is really a research technique that any of you could do with very little expense, just some brain time, postage, envelopes, and paper. I have had many of my marketing research students conduct these image surveys and believe me they are quite helpful and oftentimes reveal somewhat startling results. It is a good way to find out what your customers think of your operation: A change to pat you on the back and a chance to point out weaknesses from a constructive point of view, of course. I like the one page format on 8 1/2" by 11" mimeo paper with a few easy-to-answer questions on the front side and, if desired, some on the back. A sample questionnaire might include questions such as the following:

1. How often do you visit our market? (Times per month)
2. Are you satisfied with the assortment of products offered here? (Yes, No) If "no", what items would you like to see added?
3. Are you satisfied with cleanliness aspect of our market? (Yes, No) If "no", what should be improved?
4. How would you rate the following: (Excellent, Good, Fair, Poor) a) Quality of products, b) helpfulness of personnel, c) freshness of products, d) pricing information, e) product identification and uses, and f) parking area.
5. What do you like most about our market? (Comments)
6. What do you like least about our market? (Comments)
7. Have you seen or heard any of our advertising during the past month? (Yes, No) If "yes", indicate where.

You could have the questionnaire printed or mimeographed and hand it to your customers as they leave the market to either return the next visit or to mail to you in a stamped envelope provided. A brief statement at the top of the page asking the customer to answer the questions honestly and frankly and stating that all replies would be kept confidential would help elicit objective replies.

A third rule is to obtain good, friendly, competent personnel to staff and operate your market. The selection and training are important for the employee to know what is expected and how things are to be done. Make him feel important. Give him proper responsibility and authority so that he is able to handle his various tasks with confidence. Provide positive motivation to encourage his best efforts.

The fourth and final rule I would offer revolves around the aspect of conveying an attitude, a philosophy, or atmosphere throughout the market that makes it distinctive as a place for the customer to shop. What I am refering to is the degree to which the customer can detect that people in the market are friendly and are genuinely glad for their patronage. The customer should go away with a pleasant feeling. This may be impossible in all situations, but this kind of effect is probably equal to or to some maybe more important than the products he may have purchased. A cheery greeting of, "Hello. Glad to see you. Thank you for coming to see us. Hope you come back again," may enlighten someone's day or, at least, give him a feeling his patronage was appreciated.

Anuncle of mine who was in the production, wholesale, and retail potato business a mile from the farm where I grew up always had the slogan "Keep Smiling" on all his promotion pencils, notepads, calendars and even on his delivery trucks. I even have this two-word slogan on the inside of my billfold to remind me that a smile doesn't cost anything. With all the "Smile" buttons, T-shirts, jackets, and bumper stickers, maybe my uncle missed a good opportunity to commercialize the "Smile" bit. My point here is that the untimate goal of any market operation is to have everyone leave with a pleasant feeling or attitude. If this type of public relations effect can be carried out, it can't do anything but help you have a profitable market operation.

It has been a real pleasure for me to be here today.

BILL McNUTT: It is good to have Ed back with us, and I know we have all appreciated the message that he brought; something that we can use.

To wind up the Conference, we have a man who is back by popular demand--Walt Seifert was in a similar position two years ago. For the past 30 years Walt has been very busy in both the academic and business worlds in the theory and practice of public relations. Born at Lakewood (a native Buckeye) he didn't stay there too long. Right now he is professor of public relations at The Ohio State University School of Journalism; continues as a consultant to several organizations and is very widely known as a public relations speaker.

We who are locally oriented know him as one of the most capable writers of "letters to the editor" and one of the few people who will sign his name to a letter that appears in the Columbus Dispatch. He has received, as a distinguished educator, one of two awards ever given by the Public Relations Society of America. I think you are going to appreciate hearing him very much.

"WHAT'S IN IT FOR ME?"

Walter Seifert
School of Journalism
The Ohio State University

Each new year I take a personal inventory and ask myself, "What am I doing right and what am I doing wrong?" My specialty is public relations--and I try to apply its basic principles to the classes I teach. One of these principles of successful operation is, "The customer is KING. He may not always be right, but he's always THE BOSS."

What is a customer? Many years ago I ran across some good advice on this.

What Is A Customer

A customer is the only reason for our doing business.

A customer is a human being with emotions very like our own, and with fixed opinions.

A customer is a person who brings us his wants. It is our job to fill them just as well as we are able to.

A customer is someone who deserves a courteous and friendly reception at all times.

A customer is not someone with whom we should argue or match wits.

A customer is a person who makes it possible for us to receive our pay checks.

A customer is not an interruption of our work--he is the purpose of it.

A customer is not dependent on us--we are dependent on him.

A customer is a person who forms his opinion of a company from the personal experiences he has with its employees.

A customer is the necessary lifeblood of this and every other business.

I believe our students are the customers of this university. . .and we faculty members are their employees. I keep a sign beside my desk: "Dear God, help me to consider each student who enters this room as a challenge, and not as an interruption. But, being human, I often forget this.

Last spring I got a real lesson from the third Public Relations class. They went over my head to get me to give them some real life experience in public relations in connection with the class. I agreed to supervise and direct the joint PR effort, but expected it to be a disappointing experience to them. The result--a survey of student opinion that made national news wires, loads of local publicity and produced a fine plan for the dedication of our new journalism school. They, the customers, were right and I was reminded again of the principle of listening to your customers.

How does all this apply to roadside marketing? Find out what the customers like and do more of it--find out what they dislike and do less.

We teach three things more than all others in our PR classes:

1. Each dog smells his own tail first.
2. Don't sell product features--sell customer benefits.

   And, finally, answer the Golden Question--
3. What's in it for me?

We pound one little poem into the skull of every student:

Tell Me Quick and Tell Me True
(Or Else, My Love, To Hell With You!)
by Victor O. Schwab

I see that you've spent quite a big wad of dough
To tell me the things you think I should know.
How your plant is so big, so fine, and so strong;
And your founder had whiskers so handsomely long.
So he started the business in old '92!
How tremendously interesting that is . . . to YOU!
He built up the thing with the blood of his life?
(I'll run home like mad, tell that to my wife)
Your machinery's modern and oh so complete;
Your "rep" is so flawless; your workers so neat.
Your motto is "Quality". . .capital "Q"---
No wonder I'm tired of "Your" and "You"!

So, tell me quick and tell me true
(Or else, my love, to hell with you!)
Less--"How this product came to be;"
More--"What the damn thing does for me!"

Will it save me money or time or work?
Or hike up my pay with a welcome jerk?
What drudgery, worry, or loss will it cut?
Can it yank me out of a personal rut?

Perhaps it can make my appearance so swell
That my telephone calls will wear out the bell;
And, thus, it might win me a lot of fine friends--
(And one never knows where such a thing ends!)
I wonder how much it could do for my health?
Could it show me a way to acquire some wealth?
Better things for myself, for the kids and the wife?
Or how to quit work somewhat early in life?

So tell me quick and tell me true
(Or else, my love, to hell with you!)
Less--"How this product came to be"
More--"What the damn thing does for me!"

We have many examples of these principles from the case histories of our most successful marketers. Col. Sanders might have told the public to buy his product by saying, "We only use sanitary chickens that are raised on wire so they don't eat their own droppings." Such facts would be true, but they are product features of little direct interest to customers. What the colonel did say, in terms of his customer's self-interest, was, "Our chicken is FINGER-LICKING GOOD." That conjures up a happy image. . . even though it's far from sanitary.

Some of our greatest salesmen, men like Elmer Wheeler and Red Motley, have told us, "Sell the SIZZLE--not the steak." I can think of no greater mouth-watering sizzle than the simple sentence, "Strawberries are ripe." "Our first frost has made sweet cider."

We teach a little practical trick called, "Walk around your desk to the other side--and put yourself in the place of your customers." I think this technique is useful in roadside marketing. There is no sense in growing a moundfull of anything unless somebody wants it.

The best way to win marketing success is simply this: Find a need and fill it. If I were a roadside marketer I'd keep asking myself all the time, "What do I have that my potential customers want? How can I make my produce fit in with their existing desires?" If it's early summer, I'd stress FRESH NEW CROP. If it's fall, I'd stress GOLDEN HARVEST SEASON. Throughout the year. . .I'd listen carefully to what my customers say. They will tell me how best to sell my produce, if I listen.

Conferences like this always are considered paid advertising for roadside marketers. As an old PR man, I urge you to consider the values of free publicity about the products you sell. In the words of the old priest, "You've got to ring them bells."

Editors and radio/TV newsmen are always interested in honest, important, current news--so are readers and listeners and viewers. This is an excellent way to focus

public attention on your establishment, because publicity has a special creditability paid advertising doesn't have. People know you can say anything you want in paid space. They believe much more of what they read in the news columns or hear some broadcaster say.

As a roadside marketer I'd keep a calendar of special events and special seasons, and issue a short publicity release for each, a few days in advance. I'd made news by saying, "The heavy spring rains have produced an exceptional vegetable crop," or "Recent warm nights have ripened the sweet corn crop (according to Joe Doakes who runs a roadside stand at Main and Center in Centerville)." The following are a few times when the average roadside market can make honest, legitimate news (and focus public attention upon itself):

1. When the market opens for the first time.
2. When it re-opens for a new selling season (in case its closed part of the year).
3. When the big annual local crops first come in--sweet corn, tomatoes, berries.
4. When the market builds new facilities or expands existing ones.
5. When the market celebrates its 10th, 25th, or 50th birthday (hopefully by a special program that includes customer giveaways).
6. When the market changes ownership.
7. When a son (or daughter) joins the father in the operation.
8. When the proprietor attends conferences like this to learn new and better ways to serve the public.
9. When the market offers prizes--possibly for the best vegetable or flower garden, or makes a grant to the local schools.
10. When the market participates in local celebrations--such as holiday parades, county fairs, or centennial or sesquicentennial observations.

It's really quite easy to make local news. Just get the basic facts typed onto a sheet of paper, and get them in good time to your local editors, farm reporters and available radio or TV stations.

If you run a really large roadside market, figure out some unusual angle (like three generations) and suggest a column to the nearest big-city farm editor--like Bill Zipf of the Columbus Dispatch. These men are usually hungry for interesting agricultural news, and don't mind a plug or two. This is tie-in advertising. It links your offerings to the images and desires in customer minds.

In closing, let me confess an honest debt to all my country cousins: As a city lad--I am grateful to you for providing a great abundance of much finer foods than we had when I was young; As a professor--I am grateful to you (and our College of Agriculture) for sending me some of our finest students. . .young men and women who know the value of clean, hard work; young men and women who have strong ideals and values--including a respect and reverence for God and this country.

Thank you.

BILL McNUTT: Gene Cravens promises a five minute wrap-up, which is what I was going to say to all the people breaking for the door and I certainly do think that that was a fitting send-off. Gene, I don't have to give your biography--I heard enough of it at the Conferences of the last five years. So, come up here and get at it!

EXHIBITORS REGISTERED AT THE 1973 CONFERENCE

1. William Rowe
AMERICAN JET SPRAY
1240 Harlan Street
Denver, Colorado 80214

* 2. Walter Stoudt, William Mahrenholz & Mrs. Annabelle Kemp
BALLY CASE AND COOLER, INC.
Bally, Pennsylvania 19503

* 3. Leonard & Bill Bettinger
BETTINGER FARMS
R. R. #3
Swanton, Ohio 43558

4. June V. Alexander
BOUNTIFUL RIDGE NURSERIES, INC.
Box 248
Princess Anne, Maryland 21853

* 5. Joe Green
CHEF PIERRE, INC.
Box 1009
Traverse City, Michigan 49684

* 6. Eric Hollins
CHESTER L. HOLLINS
754 E. Dorothy Lane
Kettering, Ohio 45419

* 7. Robert Heller
CLIFTON MILLING
75 Water Street
Clifton, Ohio 45316

8. Lester Mills
CORDAGE PACKAGING
66 Janney Road
Dayton, Ohio 45404

9. FMC CORPORATION:
Oscar Elkins
Canning Machine Division
1224 Kinnear Road
Columbus, Ohio 43212

Jack Headley
John Bean Division
3441 Bolton Avenue
Columbus, Ohio 43227

Joe Murnane
Niagara Chemical
1838 Koebl-Suydam Road
Galloway, Ohio 43119

10. D. E. Shipps, Jim Sutherland, F. A. King, E. W. Baird, & Clem Vogelsang
FRUIT & PRODUCE PACKAGING CO.
120 East Market Street
Indianapolis, Indiana 46206

* 11. Wally & Laura Heuser
HILLTOP ORCHARDS & NURSERIES
Route #2
Hartford, Michigan 49057

* 12. Pete Peterson
OHIO HICKORY HARVEST BRAND PRODUCTS & DISPLAY-MOR REFRIGERATION CO.
24225 Beechlane
North Olmsted, Ohio 44070

* 13. James & Georgia O'Brien
OHIO WAX AND CANDLE CO.
400 Grove Street
Columbus, Ohio 43215

14. Mr. & Mrs. Norman French
ORCHARD EQUIPMENT & SUPPLY
Route 116
Conway, Massachusetts 01341

15. Hank Milstein
M. POLANER & SON
Eagle Rock Avenue
Roseland, New Jersey 07068

16. Zelah M. Reed
Z. M. REED ASSOCIATES
10301 Lake Avenue
Cleveland, Ohio 44102

* 17. James Russell
B. L. RHODES CO.
329 Park Avenue
Chardon, Ohio 44024

18. Paul & Clara Jean Richards
RICHARDS MAPLE PRODUCTS
545 Water Street
Chardon, Ohio 44024

* 19. Art E. Pixa
SKALNY BASKET CO.
3490 Shovee Court
Brunswick, Ohio 44212

20. William Fisher, Alvin Gay
& L. Wendell Nutter
UMBAUGH POLE BUILDINGS
OF DELAWARE, INC.
3777 W. State Route #37
Delaware, Ohio 43015

* 21. Lavonne Blankenship
UNIQUE IMPORT COMPANY
R. D. #1
Wooster, Ohio 44691

22. Dave Bowser
WATER SUPPLIES, INC.
1260 Middlerowsburg Road
Ashland, Ohio 44805

23. Robert Wheaton
WHEATON'S POPCORN SUPPLY CO.
231 North Fourth Street
Columbus, Ohio 43215

* 24. Joseph & Vicki Zanca
ZANCA FOODS, INC.
2356 Front Street
Cuyahoga Falls, Ohio 44221

* New exhibitors this year

OPERATORS REGISTERED AT THE 1973 CONFERENCE

Adae, Howard and Alice, A & M Farm, R. R. #1, Box 223, Midland, Ohio 45148.
*Ahrens, Philip, Ahrens Strawberry Nursery, R. R. #1, Huntingburg, Indiana 47542.
*Aichholz, Tim and Sally, Aichholz Farm Markets, 3456 Drake St., Cincinnati, Ohio 45244.
Alecxih, Peter and Sally, Herr Fruit Farms, Inc., R. D. #2, Lancaster, Pa. 17603.
*Anderson, Larry and Dee Dee, Grandpa's Place, R. D. #4, Penn Yan, New York 14527.
Andrews, Richard, Andrews Fruit Barn, Route #6, Defiance, Ohio 43512.
Atkins, Howard and Ruth, Atkins Fruit Bowl, Inc., 1150 West, Amherst, Mass. 01002.
Baker, Farrell W., F. W. Baker Co., R. R. #1, Box 218, Greenville, Ohio 45331.
Baker, Myron, Lois and Dixie, Maplewood Orchards, Route #2, Morrow, Ohio 45152.
Baker, Victor, Sunny Slope Orchard and Cheese House, 14961 Millersburg Rd., S.W., Navarre, Ohio 44662.
*Balderston, Robert, Fairhope Orchards, Box 190, Glen Mills, Pa., 19342.
Bayne, Richard and Patricia, Bayne's Apple Valley Farm, 5395 Midland Rd., Freeland, Michigan 48623.
Beard, Marvin and Patricia, Marvin's Fruit Farm, P.O. Box 204, S. R. #48, West Milton, Ohio 45383.
*Beech, Ronald and Tom Creager, Michigan State University, P.O. Box 219, Wayne, Michigan 48111.
Beggs, Sam and Joe Bullard, Pioneer Orchards' Market, 13A, Highway 72W, Jackson, Missouri 63755.
*Bell, John (Speaker) and Mrs., Bell's Apple Pickers Club, P.O. Box 171, Barrington, Illinois 60010.
*Berghold, Frank, Dorothy and Wendy, Frank Berghold Produce Farms, 1116 E. Phila Ave., Gilbertsville, Pa. 19525.
Bergman, John, Donna and Barry; also Monica Ontko and David Howell, Bergman Orchards, 4562 East Bayshore Rd., Port Clinton, Ohio 43452.
Bernacchi, Richard and Steve; also Virgil White, Vic Bernacchi's Farm Market, 2429 Monroe, LaPorte, Indiana 46350.
*Bernard, Robert, Bernard Turkey Farm, S. R. #729, New Vienna, Ohio 45159.
*Berry, Clayton and Margaret, Berrylea Farms, R. R. #1, Box 441, Sturtevant, Wis. 53177.
*Bertsch, Robert, Alice and James, Bertsch's Country Store, 802 Bardshar Rd., Sandusky, Ohio 44870.
*Bihl, Mildred, Bihls Market, Route #2, Box 459, Wheelersburg, Ohio 45694.
*Bishop, Harlan and Mrs., 2845 Smith-Kramer, Hartville, Ohio 44632.
Black, Harry and Helen, Catoctin Mt. Orchard, Thurmont, Maryland 21788.
Blake, Gerald and Elizabeth; also Raymond and Janice Blake, Blake's Orchard & Cider Mill, 17985 Armada Center Rd., Armada, Michigan 48005.
*Bloom, Helen, Bloom's Farm Market, Route #2, Box 98, Tiffin, Ohio 44883.
*Bodenbender, Douglas and Sandy, Bodenbender's Apfel Haus & Shiawassee River Fruit Farm, 210 W. Jefferson, Frankenmuth, Michigan 48418.
*Boose, William and James, R. D. #1, Norwalk, Ohio 44857.
Bottcher, William and Mary, Bottcher Gardens, R. D. #1, Big Flats, New York 14814.
Boycan, Theodore and Rose, Boycan's Peach Orchard, R. D. #1, Fowler, Ohio 44418.
Breeden, Richard and Mrs., Wauconda Orchards, 1201 Gossell Rd., Wauconda, Ill. 60084
Buckley, Sue and Beverly Petro, Ginny Early, American Vegetable Grower and American Fruit Grower, 37841 Euclid Ave., Willoughby, Ohio 44094.
Burger, Delbert and Viola, Burger's Farm and Garden, 7849 Main, Cincinnati, Ohio 45244

* Burrer, Kenneth and Mrs., Spring Hill Fruit Farm, Route #2, Shiloh, Ohio 44878.
Butler, George, Shirley, Susan, Carol, Todd, and Wade, Butlers Orchard, 22200 Davis Mill Rd., Germantown, Maryland 20767.
Cartee, William, Lake County Extension Agent, 205 Federal Building, Painesville, Ohio 44077.
Chase, Robert; also Thomas Ward, Mike Barnett and Charles Pauley, Farmers Market, Box 3228, 402 Kanawha Blvd., Charleston, West Virginia 25332.
*Coate, Dennis and Mrs., Coate Orchards, R. R. #1, Georgetown, Illinois 61846.
Cochran, Morris and Mrs., Cochran's Farm Market, 3519 Akron-Cleveland Rd., Cuyahoga Falls, Ohio 44223.
*Cooper, David and Miriam, Cooper's Country Market, Route #1, Bucyrus, Ohio 44820.
Crawford, Raymond, Crawford's Farm Market Campground, 7968 East Route #40, Charleston, Ohio 45368.
*Crunican, Gerry, Crunican Brothers, R. R. #2, London, Ontario, Canada.
*Cummins, Tony (Student at OSU)
Cunningham, C. J. (Speaker), County Extension Agent, Washington Court House, Ohio 43160.
*Davis, Donald; also Patrick Eidenschink and Curtis Paulson, Midwest Minnesota Community Development Corporation, 518 Summit Ave., Detroit Lakes, Minn. 56501.
*Davis, John, State Department of Education, R. D. #3, Carrollton, Ohio 44615.
*Davis, Thomas, Davis & Sons Fruit Farm, 3001 C. R. #185, Clyde, Ohio 43410.
*Dellamano, Francis, County Extension Agent, Post Office Building, Oswego, New York, 13126.
Demana, Frank and Betty, Frank's Market, 2133 Morse Rd., Columbus, Ohio 43229.
*Diebold, David, Diebold Orchard Market, P.O. Box 75, Kelso, Missouri 63758.
*Dixon, William, Dixon Farm Market, 3405 Brooklyn Rd., Jackson, Michigan 49204.
Dobin, Paul, New Jersey Department of Agriculture, P.O. Box 1888, Trenton, New Jersey 08625.
Doddridge, Reid, Doddridge Orchard, Route #2, Centerville, Indiana 47330.
Dongvillo, Adolph, 5016 Niles Road, St. Joseph, Michigan 49085.
*Dotson, David, 251 Marion Ave., Mansfield, Ohio 44903.
Dowd, Leslie and Arthur, Dowd Orchards, Inc., Route #2, Hartford, Michigan 49057.
Dowd, Oscar, Dowds Blueberries, 214 N. Gremps, Paw Paw, Michigan 49079.
*Downes, Robert and Constance, Old Orchards Farm Market, 4142 North Ridge, West, Ashtabula, Ohio 44004.
Eastman, Allan, Eastman's Farm Market, R. R. #1, Blenheim, Ontario, Canada.
Ehmann, Roger and Norma, Ehmann's Vegetable Farm, 6001 Lambert Rd., Orient, Ohio 43146
*Epler, John and Jackie; also June Reichenbach and Ruby Latsha, Epler Farms Market, Route #1, Box 306, Northumberland, Pennsylvania 17857.
*Ernst, Earle, Ernst's Farm Market, 26 Lake Mayor Rd., Dartmouth, Nova Scotia, Canada.
*Erven, Bernard (Speaker), The Ohio State University, 2120 Fyffe Road, Columbus, Ohio 4321
*Erwin, Edward and James, Erwin Farms, Inc., 24150 Novi Rd., Novi, Michigan 48050.
*Evans, J. C. (Speaker), 1825 Freeman Avenue, Cincinnati, Ohio 45214.
*Eyssen, David (Student at OSU)
Eyssen, William (Speaker) and Jane, Mapleside Farms, Inc., 294 Pearl Rd., Brunswick, Ohio 44212.
Ferree, Maurice (Speaker), The Ohio State University, 2001 Fyffe Ct., Columbus, Ohio 43210
*Finney, Fred, Davis-Melrose Co., 1618 Portage Rd., Wooster, Ohio 44691.

*Fletcher, Robert and Linda, Fletcher's Orchard, 4416 Hwy. 63N, Columbia, Missouri 65201.
Flippin, William, Silver Creek Orchards, Route #3, Box 24, Tyro, Virginia 22976.
Foard, William (Speaker), Valley View Farms Country Store, 11035 York Road, Cockeysville, Maryland 21030.
Foote, Earl (Speaker) and Sue, Earl Foote Farm Market, 5860 Canal Rd., Valley View, Ohio 44125.
Friday, Paul; also Millie and Linda Little, Farmer Friday's Fruit, Route #1, Coloma, Michigan 49038.
Friebel, Dick, Friebel's Farm Market, R. D. #2, Shelby, Ohio 44875.
Fulton, William, 1709 Route #202, Troy, Ohio 45373.
Funk, Fred, Amos Funk's Farm Market, South Duke Street, Millersville, Pa. 17551.
*Futtner, Fenton, Connecticut Department of Agriculture, 165 Capitol Ave., Hartford, Connecticut 06115.
*Gardner, R. Pat (Speaker), Gardner's Farm Market, Box 385, Route #1, Wexford, Pa. 15090.
Garrett, Joe, Garrett Orchards, Route #4, Shannon's Run Road, Versailles, Ky. 40383.
*Gaskill, Richard, Austin Orchards, 9365 Saline Milon Rd., Saline, Michigan 48176.
Gee, Gary and Kaye; also Myrtle Wild, Gee Farms, 14928 Bunkerhill Rd., Stockbridge, Michigan 49285.
Gloss, Roger and Mollie, Roger W. Gloss Farms, Box 54, Route #20, Sheridan, New York 14135.
Green, Don (Speaker) and Mrs., Willow Valley Farms, 2495 Crimson Rd., Mansfield, Ohio 44903.
Gygax, Frederick and Jane, Rose Glen Farm, W267-S4098 Saylesville, Rd., Route #2, Waukesha, Wisconsin 53186.
Haack, Kenneth Jr., Otto's Farm Market, R. R. #3, Tiffin, Ohio 44883.
*Haas, Richard, Cherry Hill Farm Market, Route #6, Lancaster, Pennsylvania 17603.
*Hafner, Paul, Hafner Farms, Route #370, Baldwinsville, New York 13027.
Harding, Gene and Janet, Maplevale Farm, R. D. #4, Brookville, Pennsylvania 15825.
*Hartle, Merton, Warsaw, Ohio 43844.
Hartman, Fred, Department of Horticulture, Ohio State University, 2001 Fyffe Ct., Columbus, Ohio 43210.
*Hartzler, Edward, Apple Hill Orchards, 1175 Lex-Ontario Rd., Mansfield, Ohio 44903.
*Hastings, Robert, Hasting's Fruit Farm, R. D. #2, Loudonville, Ohio 44842.
Haviland, Gaylord B., Haviland's Market & Greenhouses, R. R. #1, Blanchester, Ohio 45107.
*Hawkins, Prentiss and Arlene, Hawkins Orchards, Route #37, Dix, Illinois 62830.
*Henderson, Dennis (Speaker), Ohio State University, 2120 Fyffe Road, Columbus, Ohio 43210.
Herring, H. Burdette, Herring's Berry Farm, 4011 East Road, Lima, Ohio 45807.
Heuser, Wallace (Speaker) and Laura, Hilltop Farm Market, Route #2, Hartford, Michigan 49057.
*Hileman, William and Jean (Speaker), Kistaco Farm Market, R. D. #3, Apollo, Pa. 15613.
*Hilger, Henry, Joe and John, Henry Hilger & Sons, 12114 Cook Route #3, Ft. Wayne, Indiana 46818.
Hill, Donald and Sandra, Montrose Orchards, 12473 Seymour Rd., Montrose, Mich. 48457.
Hill, Robert, Department of Horticulture, OARDC, Wooster, Ohio 44691.
Hirsch, Frank and Richard Ginther, Hirsch Fruit Farm, R. R. #7, Chillicothe, Ohio 45601.
Hodge, Robert (Speaker), Highland Orchards, Inc., 1000 Thorndale-Marshallton Rd., West Chester, Pennsylvania 19380.
* Horrocks, Robert and Martha, Ridgeview Orchards Assn., Ltd., 6428 Hiram Ave., Ashtabula, Ohio 44004.

* Hug, Thomas and Lois, Sandy Ridge Fruit Farm, 391 E. Main St., Norwalk, Ohio 44857.
* Hull, Herbert and Mrs., Little Red Barn, 765 George St., Belpre, Ohio 45714.
Hutchison, Chester, Dowler Farm Market, 510 Evening St., Worthington, Ohio 43085.
* Irwin, Robert and Gloria, Elmgrove Fruit Farm, 2981 Ridgeway Ave., Rochester, New York 14606.
Johnson, Richard (Student at OSU)
Johnson, W. R., Dornick Hill Farm, Route #1, Crestline, Ohio 44827.
* Keyse, Glenn and Patricia, The Old Mill, 19577 West River Rd., Columbia Station, Ohio 44028.
King, Donald and Lucile, King Orchard, 578 E. Possum Rd., Springfield, Ohio 45502.
* Knepley, Clayton, 1471 Fullen Rd., Columbus, Ohio 43229.
* Kober, Lester, Kober's Country Market, 3323 Four-Mile Rd., Grand Rapids, Mich.49504.
Kohl, George and Marian, Kohl's, 1531 E. Quaker Rd., Orchard Park, New York 14127.
Kretchman, Dale (Speaker) The Ohio State University, 2001 Fyffe Ct., Columbus, Ohio 43210.
Krum, Glen, Krum Brothers Orchards, R. R. #2, Catawissa, Pennsylvania 17820.
* Lane, Donald, Ohio Dept. of Agriculture, 682 Riverview Dr., Columbus, Ohio 43202.
Lane, Eugene, Lanes' Fruit Farms, R. D. #2, Marietta, Ohio 45750.
Lane, James, Rachel and Dan, Orchard Lane, 2189 S.R. #235, Xenia, Ohio 45385.
Lawrence, Dal and Isabelle, Lawrence Produce, R. R. #2, Findlay, Ohio 45840.
* Leckler, Louis, Leckler's, Inc., 13001 Telegraph Rd., Lasalle, Michigan 48145.
* Lilly, Martin and Mrs., Lilly's Produce Market, Route #51, Falkton, Pennsylvania 15066.
Linvill, Paul and Alan Berkey, Linvilla Orchards, 137 W. Knowlton Rd., Media, Pa. 1906
* Lupica, Joseph, Kirtland Greenhouse, 8360 Euclid-Chardon Rd., Kirtland, Ohio 44094.
Lynd, Mitch and Dave, Lynd's Fruit Farm, Route #3, Pataskala, Ohio 43062.
* Lynd, Robert, Lynd Crest Orchards, Inc., Route #1, Pataskala, Ohio 43062.
Maddy, Glenn (Speaker), Sandusky County Extension Agent, 1401 Walter Ave., Fremont, Ohio 43420.
Manfull, C. L. and Mrs., C. L. Manfull Fruit & Vegetable Market, Augusta, Ohio 44607
Mason, David and Janet, Truesdale's Market, 8935 Harding Hwy., Lima, Ohio 45801.
Mason, Ed and John, Goldenglow Farms Country Market, R. D. #1, Lake City, Pa. 16423
Maurer, David and Carol, R. D. #7, Batdorf Rd., Wooster, Ohio 44691.
Mawby, Edwin and Mrs., Mawby Orchards Farm Market, Route #2, Box 424, Suttons Bay, Michigan 49682.
* May, Louis, Floy and Patty, Grand River, 420 Riddle St., Howell, Michigan 48843.
Mayes, Charles, Virginia Department of Agriculture & Commerce, 203 N. Governor St., Richmond, Virginia 23219.
McCloskey, Richard and Barbara, McCloskeys Farm Market, R. D. #2, Jamestown, Pa. 16134.
McConnell, George and J. Richard, McConnell Berry Farm, 11421 Green Valley Rd., Route #2, Mt. Vernon, Ohio 43050.
* McKinstry, Alfred, McKinstry's Market Garden, 753 Montgomery St., Chicopee Falls, Massachusetts 01020.
McLeod, Reuel and C. E. Taylor, South Carolina Department of Agriculture, P.O. Box 11280, Columbia, South Carolina 29211.
McNutt, Thomas (Speaker), Franklin County Extension Agent, 233 Old Post Office Building, Columbus, Ohio 43215.
McNutt, William (Speaker), Ohio Farm Bureau Federation, 245 North High St., Columbus Ohio 43215.

*Michael, Doug, 5089 Urbana-Moorefield Rd., Urbana, Ohio 43078.
* Miesse, Frank and Irene, Wee Manna Market, 2525 S. Yellowprings Rd., Springfield, Ohio 45505.
Miller, David; also Jim Owen and Bob Schmidt, Owen Potato Farm Market, 325 King Rd., Newark, Ohio 43055.
* Millican, John (Speaker) and Mrs., R. F. D. #2 (Pittsfield), Loudon, New Hampshire 03263.
Milstein, Hank (Speaker), M. Polaner & Son, 43 Burning Bush Lane, Levittown, Pa.19054.
* Mish, Robert, Blueberry Lane Plantation, 13370 Blueberry Lane, Otter Lake, Mich. 48464.
Mohr, Wilma (Speaker) and Diane Mott, Mohr's On the Farm Market, 474 W. State Route 571, Tipp City, Ohio 45371.
Molyet, Paul (Speaker) and Eula, Paul Molyet Farm Market, Route #2, Fremont, Ohio 43420
* Moore, John (Speaker), The Ohio State University, 2120 Fyffe Rd., Columbus, Ohio 43210.
Morton, Ralph and Mary, Spring Creek Orchard, 7728 Belle Plain Dr., Dayton, Ohio 45424.
Moyer, Samuel; also John and Sondra Vandenberg and Jack House, Cherry Avenue Farms, Ltd., R. R. #1, Beamsville, Ontario, Canada.
* Mullin, Clayton and Martha, Mullin-Mullin & Associates, R. D. #2, P.O. Box 65A, Sheridan, Indiana 46069.
Mumma, Richard and Dan Davis, Mumma Fruit Farms, Inc., 400 Shiloh Springs Rd., Dayton, Ohio 45415.
* Neild, Ralph, University of Nebraska, 104 Plant Industry, Lincoln, Nebraska 68503.
* Newcomb, Anthony and Mariette, Potomac Vegetable Farm, 9627 Leesburg Pike, Vienna, Virginia 22180.
Nicholson, Joseph and Marilyn, Red Jacket Orchards, Route #5-20 West, Geneva, New York 14456.
* Nunn, George and Lee Laird, The Three Nunns, Route #1, Box 200, Brentwood, Cal.94513.
* Nye, Gordon and Mrs., Nye's Apple Barn, 4716 Hollywood Rd., St. Joseph, Mich. 49085.
* Oberholtzer, Kenneth, R. D. #4, Box 624, Baney Rd., Ashland, Ohio 44805.
Packer, William, Packer's Orchard, 208 R. D. #2, Adena, Ohio 43901.
* Parrish, Edward and Esther, Dean and Don's Produce, Jefferson Ave., Newport News, Virginia 23603.
Peltier, Kenneth, Peltiers Berry Farm, Route #2, Delphos, Ohio 45833.
Pennington, Larry and Muriel, Pennington Farm Orchards, R.R. #2, Box 139, Wauseon, Ohio 43567.
Penton, William (Speaker) and Gunver, Penton's Country Market, 1333 N. Ridge Rd., Lorain, Ohio 44055.
* Pickett, Charles and Marge, Pickett Cherry Farm, Inc., Route #4, Portland Rd., Bellevue, Ohio 44811.
Powers, Roger and Betsy, Powers Farm Market, 27 1/2 N. Main St., Pittsford, New York 14534.
* Premilovich, JoAnn, 2824 Campbell Rd., Brown City, Michigan 48416.
Reimann, James, Route #5, Evansville, Indiana 47711.
* Reisch, Kenneth (Speaker), The Ohio State University, 2120 Fyffe Rd., Columbus, Ohio 43210.
* Remus, Curtis and Barbara, Remus Farms, Route #1, Hobart, Indiana 46342.
Renick, Milton and Ruth (Speaker), Family Farm Market, R. D. #2, Ashville, Ohio 43103.
Rhoads, Brent and Kathy; also Mr. and Mrs. Jack Goode and Mr. & Mrs. Joe Goeller, Rhoads Farm Market, R. R. #4, Circleville, Ohio 43113.

Richardson, Barbara, Richardson's Farm Market, 375 Tuxedo Ave., Cleveland, Ohio 44131.

* Riehl, Charles and Susanne, Riehl's Checkerboard Market, 2690 County Road #185, Clyde, Ohio 43410.

Rieser, Howard and Albert Myers, Millroad Orchards, 322 W. Johnson St., Upper Sandusky, Ohio 43351.

* Ringhausen, William and Shirley, Fieldon, Illinois 62031.

* Ringer, Larry; also Glenn and Vivian Graber, Graber's Organic Farm Market, 13755 Duquette Ave., N.E., Hartville, Ohio 44632.

Robertson, Edward and Ellenrose, Robertson Fruit Market, R. D. #4, Burgettstown, Pennsylvania 15021.

* Robinette, James and Mrs., Robinette Apple Haus, 3142 Four Mile Rd., Grand Rapids, Michigan 49505.

* Roche, George and Linda Hafner, Chuck Hafners Farmers Market, Fay & Buckley Rds., North Syracuse, New York 13212.

* Rollins, Howard (Speaker), The Ohio State University, 2001 Fyffe Ct., Columbus, Ohio 43210.

Ross, Richard and Maribess, Red Wagon Farm, 17030 East River Rd., Columbia Station, Ohio 44028.

Rothman, Leslie (Speaker) and Virginia; also Don and Mary Tigar, George and Ruth Buchanan, Allan Huffman and Bill Miller, Hidden Valley Fruit Farm, Route #1, Lebanon, Ohio 45036.

Royer, Edwin, (Speaker), Department of Marketing, University of Dayton, Dayton, Ohio 45409.

Rubright, Larry, 2353 Haymaker Rd., Monroeville, Pennsylvania 15146.

Sage, Allen and Eleanor, Sages Apples, 11355 Chardon Rd., Chardon, Ohio 44024.

Sage, Robert and John (Students at OSU)

* Saunders, Paul, Saunders Orchard & Nursery, Piney River, Virginia 22964.

* Schantz, Daniel; also Karen Gehman and Arlene Modtes, Don Schantz Farm Market, Route #1, Zionsville, Pennsylvania 18092.

Schenck, Walter and Mabel, Schenck Orchards, 31925 Walker Rd., Avon Lake, Ohio 44012

Schultz, Leonard and Barbara; also C. R. and Sandra Paul, Vegetables by Schultz, 4514 W. Lake Ave., Glenview, Illinois 60025.

* Seaman, James, Lea & Seaman, Roseland, Virginia 22967.

Seifert, Walter (Speaker), The Ohio State University, 1080 Carmack Rd., Columbus, Ohio 43210.

Simonds, Lois (Speaker), The Ohio State University, 2120 Fyffe Rd., Columbus, Ohio43210

Smith, Lot and Bettie; also Anna Steele, Smith Farm Market, 3285 Watkins Rd., Columbus, Ohio 43227.

* Soergel, Warren, Soergel Orchards, R. D. #1, Wexford, Pennsylvania 15090.

* Solly, Richard and Mrs., Solly Brothers, 707 Almshouse Rd., Ivyland, Pennsylvania 18974

Spencer, William, Package Containers, Inc., 777 N.E. Fairgrounds, Canby, Oregon 97013

Spiegelberg, Ruth, Spiegelberg Orchards, 6161 Middle Ridge Rd., Lorain, Ohio 44053.

* Stancliff, H. H.,Stancliff's Berry Farm, 860 Dayton St., Yellow Springs, Ohio 45387.

* Stauffer, Andrew and Patricia, Stauffer's Fruit Stand, R. D. #1, Box 459, Pennsburg, Pennsylvania 18073.

Steinbauer, James (Speaker) and Marian, R. E. Steinbauer & Sons, 3658 County Route #195, Clyde, Ohio 43410.

Stemen, Raymond and Mary, Stemens Orchards and Farm Market, R. R. #1, Ohio City, Ohio 45874.
Steuk, William and Mrs., Steuk Farm Market, 1001 Fremont, Sandusky, Ohio 44870.
Stuckey, Gene and Rosalyn, Stuckey Farm, Route #3, Sheridan, Indiana 46069.
Styer, Thomas and Robert Underwood, Styer Orchards, R. D. #1, Box 250, Langhorne, Pennsylvania 19047.
Sutherland, James, 8416 27th Place, N., Minneapolis, Minnesota 55427.
* Swingle, Bennett, Route #1, Philo, Ohio 43771.
Taylor, George (Speaker) and Lucille; also Mary Ellen Weiker and Don Taylor, Taylor's Farm Market, 3230 Limerick Rd., Clyde, Ohio 43410.
* Thibo, Robert, Thibo Greenhouses, 7691 Avon-Belden Rd., Ridgeville, Ohio 44039.
Thompson, Joseph and John, Thompson's Countryside Farm Market, 3174 Lincolnway East, Wooster, Ohio 44691.
* Thorp, Charles and Vern, DBA Farmer's Market, 2900 Venice Rd., Sandusky, Ohio 44870.
* Treat, Robert, Robert Treat Farm Stand, 204 Chapel St., Milford, Connecticut 06460.
Truesdale, Lloyd and Ruth, Truesdale's Orchard, R. R. #5, 8865 Harding Hwy., Lima, Ohio 45801.
* Tuttle, William, Tuttle's Red Barn, 151 Dover Point Rd., Dover, New Hampshire 03820.
Tywater, William Earl, Earl's Fruit Stand, Box 281, Franklin, Tennessee 37064.
Utzinger, James (Speaker), Utzinger's, 6120 Jackson Pike, Grove City, Ohio 43123.
Vandemark, Vern (Speaker), The Ohio State University, 2120 Fyffe Rd., Columbus, Ohio 43210.
* Van Meter, David, Hoppy & Sterling Van Meter, P.O. Box 6, Petersburg, West Virginia 26847.
* Varian, Reed, The Apple Barrel--Varian Orchards, 6342 Orchard View Dr., Canton, Ohio 44730.
* Veenstra, Maurice, 217 Loree Dr., East Lansing, Michigan 48823.
Vogley, Eugene and Mary, Vogley Orchards, 6731 Shepler Church Ave., Navarre, Ohio 44662.
* Wagner, David and Dorothy Schultz, Westgate Farms, 10951 West Lake Rd., North East, Pennsylvania 16428.
* Ward, William, Chemical Industry, 5529 N. Glen Rd., Cincinnati, Ohio 45211.
Warner, Charles, Warner Gardens, 3540 Olentangy River Rd., Columbus, Ohio 43214.
* Wasem, Ed, Wasem Fruit Farms, 6512 Judd, Milan, Michigan 48160.
Watkins, Ed (Speaker), The Ohio State University, 2120 Fyffe Rd., Columbus, Ohio 43210.
Weber, Earl and Dorothy, Mt. Pleasant Orchards, 1620 Chapel Rd., Havre deGrace, Maryland 21078.
* Weiderman, Kenneth and Allen, Weiderman Farm Market, Route #3, Sturgis, Mich. 49091.
Weikel, Homer (Speaker) and Helen, Weikel's Farm Market, 6251 Trenton-Franklin Rd., Middletown, Ohio 45042.
Wells, Otho, Department of Horticulture, OARDC, Wooster, Ohio 44691.
Wesler, Meredith, Wesler Orchards, Route #1, New Paris, Ohio 45347.
West, Richard and Florence, Wests' Orchards, 3096 North Ridge, Perry, Ohio 44081.
Wiard, Pete, Wiard's Orchards, Inc., 5565 Merritt Rd., Ypsilanti, Michigan 48197.
Wickerham, Wayne and June, Wickerham Produce, State Route #117, Huntsville, Ohio 43324.
Williams, David, Brothers Four Country Store, 3363 West Elm, Lima, Ohio 45805.
* Williams, Everett, Williams Farm Market, U.S. #460 East, Carmi, Illinois 62821.
Wilson, Dennis, Hill Orchards, Route #2, Box 153, Caro, Michigan 48723.
* Wilson, Ned and Mitzie, Wilson's Hillview Farm Market, Route #8, Box 30, Newark, Ohio 43055.

Witten, Jerry and Bonnie, Witten's Market, Route #2, Lowell, Ohio 45744.
Work, Gary, Holt's Produce Company, Dickson, Tennessee 37055.
* Wood, Steve and Carol, Wood Orchard Apple Store, 1502 W. Mason, Green Bay, Wisconsin 54235.
* Wright, Vernon, The Candy Shop, 116 North Buckeye St., Wooster, Ohio 44691.
* Wurster, Norman and Ina Fay, Wurster's Farm Market, R. R. #1, St. Mary's, Ohio 45885
Young, Carl and Brian; also Dorothy McNelly, Steve Randall, and Beth Hiles, Young's Jersey Dairy, 6880 Springfield-Xenia Rd., Yellow Springs, Ohio 45387.
Young, Robert and Elinor, Young's Orchard & Country Gift Shop, 54 Sound Ave., Riverhead, New York 11901.
Youngs, Larry (Speaker) and Mrs., Larry Youngs Fruit Farm, R. D. #1, North East, Pennsylvania 16428.
* Zacherl, David, Zacherl's Market, R. D. #2, Shippenville, Pennsylvania 16254.

* New registrants this year.

Total participants registered at the 13th Annual Ohio Roadside Marketing Conference numbered 477. This included 436 individual operators and 41 exhibitors.

Total "market" operations represented numbered 256. Of these, 139 were from Ohio. The remaining 117 were from 22 states and Canada, with the breakdown as follows: Michigan, 27; Pennsylvania, 26; Indiana, 8; Illinois, 7; New York 11; Wisconsin, 3; Missouri, 3; Massachusetts, 2; Maryland, 4; West Virginia, 2; Minnesota, 2; New Jersey, 1; Virginia, 5; Connecticut, 2; Kentucky, 1; South Carolina, 1; New Hampshire, 2; Nebraska, 1; California, 1; Oregon, 1; North Carolina, 1; Tennessee, 2; Ontario, Canada, 3; and Nova Scotia, Canada, 1.